

## **BULKY DOCUMENTS**

(Exceeds 300 pages)

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**Part 6 of 10**



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Terms: nautica and date(geq (7/1/1995) and leq (12/31/1995)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica expands in-store shops for activewear to house its Competition collection.Nautica International;  
Brief Article Daily News Record November 8, 1995*

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Daily News Record

**November 8, 1995**

**SECTION:** Vol. 25 ; No. 213 ; Pg. 16; ISSN: 0162-2161

**LENGTH:** 374 words

**HEADLINE:** **Nautica** expands in-store shops for activewear to house its Competition collection.**Nautica** International; Brief Article

**BYLINE:** Socha, Miles

**BODY:**

NEW YORK - Anticipating strong growth in sports-oriented activewear, **Nautica** International has begun expanding some of its in-store shops by one-third to house an expanded **Nautica** Competition collection.

A prototype 500-square-foot Competition shop opened at Macy's Herald Square in New York last week. Soon to follow will be shops at Macy's in the Roosevelt Field Shopping Center, Garden City, Long Island, N.Y.; Rich's Oak Court in Memphis, Tenn.; and Hecht's in Philadelphia.

An additional 14 shops, adjacent to expanded **Nautica** sportswear areas, will be rolled out next spring in major markets, said David Chu, **Nautica** International president and CEO.

Chu said he also hopes to open in-store Competition shops at better sporting goods stores by the end of 1996.

"The goal is to really make the **Nautica** Competition group truly performance activewear," Chu told DNR. The spring '96 line includes nylon running shorts, fleece pullovers and cotton-spandex cycling gear in graphic red, white and blue.

**Nautica** has used the Competition name and logo since 1987, but the company has not focused on it extensively, Chu said. Now **Nautica** Competition is a separate collection with its own label.

"I think there's a lot of room in the activewear market," Chu said. "There's a lot of moderate and medium classifications, but it hasn't been well put together."

High-tech, cross-training sneakers will be added to the **Nautica** line for fall '96, he added.

Reinforcing the high-tech, functional clothing, the in-store shops incorporate features of a competitive sailing boat, including sail-mast aluminum, rubber-coated hangbars, stainless-steel cables and gleaming white surfaces.

An advertising campaign which will break next February features future Olympians cycling, high jumping, pole vaulting and running in **Nautica** Competition clothes.

Chu acknowledged that the timing of the new in-store shops is fortuitous considering the upcoming summer Olympics in Atlanta.

At present, **Nautica** operates about 850 in-store shops in the U.S. They vary in size from 600 to 2,500 square feet, averaging 1,000. An ongoing expansion program will see the shops grow by up to one-third, according to a company spokesperson.


**GRAPHIC:** Other

**SIC:** 2300 APPAREL AND OTHER TEXTILE PRODUCTS

**IAC-NUMBER:** IAC 17616280

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** December 27, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

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Date/Time: Friday, May 5, 2006 - 11:30 AM EDT



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*SHOPPING NOTEBOOK;Charity auction planners hope gloves, fashions prove golden Orange County Register (California) November 10, 1995 Friday*

Copyright 1995 Orange County Register  
Orange County Register (California)

**November 10, 1995 Friday MORNING EDITION**

**SECTION:** ACCENT; Pg. E03

**LENGTH:** 363 words

**HEADLINE:** SHOPPING NOTEBOOK;  
Charity auction planners hope gloves, fashions prove golden

**BYLINE:** LISA LYTLE; GARY KRINO, The Orange County Register

**BODY:**

Oscar De La Hoya's boxing gloves aren't necessarily the kind of gloves to wear with David Chu's winter clothing for **Nautica**, but both the gloves and the clothes will be on display Saturday starting at 2 p.m. at the Men's Store at Bullock's in South Coast Plaza. They're part of a kickoff party for the Starlight Foundation of California's first Sports Celebrity Auction on Dec. 2. Chu also will launch his competition collection for spring.

Goochie-coo: What products are environmentally friendly and which ones should be avoided will be the topic when David Steinman, author of the book "The Safe Shoppers Bible," appears at Mrs. Gooch's market in Tustin at 6 p.m. Nov. 17. Steinman will demonstrate a "safe" shampoo and show examples of environmentally safe and environmentally toxic products.

Piece work: Seeking an unusual holiday gift? Pieceful Solutions is a series of nature puzzles with a different fit. There are a snakes, butterflies and reef-fish puzzles. Each piece is individually cut from 1/4-inch Baltic birch plywood. On one side is an accurate, color-splashed look at the animal, while the other contains a description of it.

The pieces fit together (no square borders) to form a larger image of the smaller images. Puzzles begin at \$ 55 (20-34 pieces each). For children and adults. Mail order. For more information or a catalog, call (610) 640-9913.

Chatty Kathy: If you watch QVC, the TV shopping channel, you have got to know Kathy Levine. She's the on-camera host who could sell Diamonique to South Africa.

Although she has nothing whatever to do with the O.J. Simpson trial, she's got a book out: "Kathy Levine; It's Better To Laugh .




. . " (Simon & Schuster, 283 pages, \$ 23).

"When you purchase gifts, save the receipts. Write who the gift is for on the back for easy exchanges. "

THE MAIDS

cleaning service

**LOAD-DATE:** October 01, 1996

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*LORD & TAYLOR OPENS FIRST STORE IN STATE; EXPANSION POSSIBLE News & Record (Greensboro, NC)  
November 13, 1995, Monday,*

Copyright 1995 News & Record (Greensboro, NC)  
News & Record (Greensboro, NC)

**November 13, 1995, Monday, ALL EDITIONS**

**SECTION:** BUSINESS, Pg. B4

**LENGTH:** 221 words

**HEADLINE:** LORD & TAYLOR OPENS FIRST STORE IN STATE; EXPANSION POSSIBLE

**BYLINE:** Mark Sutter Staff Writer

**BODY:**

Lord & Taylor opened its first North Carolina department store Friday in Raleigh, and its chief executive doesn't rule out further expansion in the state.

"We're looking at all options," said Marshall Hilsberg in a telephone interview from his New York office last week. "We're an aggressive growth company and we are open to ... options."

Lord & Taylor, an upscale specialty department store, often has been rumored as a candidate to enter the Triad market.

But further expansion into North Carolina will depend on the success of the chain's new store at Raleigh's Crabtree Valley Mall, Hilsberg said.


"My sense of that is that, over time, you will see more Lord & Taylor stores in North Carolina," he said. "There's nothing I can tell you today, but certainly we'll be aggressively looking for opportunities."

In the meantime, Triad shoppers will have to go to Raleigh to get a taste of Lord & Taylor. The 100,000-square-foot store offers women's, men's and children's fashions.

Brand names in women's apparel will include Gianni, Liz Claiborne, DKNY, Anne Klein II, Evan-Picone, Kasper and Oleg Cassini. For men, fashions include Perry Ellis, Bill Blass, Tommy Hilfiger, **Nautica**, Polo and Alexander Julian.

Lord & Taylor is a division of May Co., which also owns Hecht's department stores.

**LOAD-DATE:** November 14, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Friday, May 5, 2006 - 11:26 AM EDT

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) ⓘ

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*BLACK AND WHITE MAKE A STRONG PAIR SEATTLE POST-INTELLIGENCER November 13, 1995, Monday*

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SEATTLE POST-INTELLIGENCER

**November 13, 1995, Monday , FINAL**

**SECTION:** LIFESTYLE, Pg. C2

**LENGTH:** 724 words

**HEADLINE:** BLACK AND WHITE MAKE A STRONG PAIR

**BYLINE:** ELSA KLENSCH Columnist

**BODY:** Q: I've just lost 60 pounds, and I'm ecstatic. I've been invited to a tango party, and I want a long dress that will show off my new figure. I don't want black because I have plenty of black dresses, and I don't want a color because it dates too quickly. Can you suggest something in a neutral that will look smashing?

A: I took your problem to Bill Blass, who knows more about ball gowns than most designers. He suggests you look for a dress in black and white.

"I don't think there is anything more effective than black and white," he says. "Black-on-white or white-on-black - the definition of that strong combination always looks right."

Another point in favor of a black-and-white dress is that you already have the black accessories to go with it.

Q: I shop for my husband because, when left to his own devices, he ends up looking a mess. He's happy to have me shop for his business wardrobe but absolutely refuses my suggestions for his casual wear.

Believe it or not, he insists on wearing dress shoes and socks with walking shorts - even when he is mowing the lawn. I'm hoping you'll be able to help convince him there is a better approach.

Could you give me some ideas that will help him create a casual wardrobe that is presentable and stylish?

A: It seems to me you have a stubborn case on your hands. I turned for advice to David Chu, designer of the New York-based **Nautica** company. He specializes in casual wear.

He tells me that casual dressing today should be approached with as much style awareness as a business wardrobe.

"Casual clothes are about comfort and simplicity, but they should also make a man look good.

"Combine thermals and T-shirts with long-sleeved knits and combine woven-style shirts with interesting prints and patterns. Remember, T-shirts aren't just for layering anymore.

"Your husband could also try mixing soft knit shirts and sweaters with sports coats and khakis. He should also consider wearing a suede or wool vest that will give his jeans or khakis an updated look.

"If he wants to break away from jeans or khakis, he should try cargo pants or flannel-lined trousers for a more rugged feeling."

For comfort and ease, Chu also recommends brushed-knit "fleece" - in vests, pullovers, zip-fronts and jackets: "Fleece can be worn on its own or combined with casual pants for more active wear."

Chu cautions that "while it's certainly all right to mix fabrics and patterns, keep in mind that streamlined and simple is the best way to approach putting together casual looks."

As for your husband's habit of wearing dress socks and shoes to mow the lawn, Chu suggests hiking-inspired boots as a replacement: "They'll be much more comfortable."

Q: I bought two white silk blouses for the summer and had them dry-cleaned after each wearing. But when I got them out to take on a trip to a resort this fall, I found they were yellowing. What did I do wrong?

A: I spoke to Paul Siracusa, of the Woolite Fabric Forum, who specializes in clothing care. He advises that yellowing is a common problem with white or light-colored fine clothing.

"Instead of dry-cleaning, you might consider hand-washing or -laundering your silk garment in a gentle cycle. Continual dry-cleaning can cause white silks to change color, and the chemicals may even leave an unpleasant odor.

"While special pre-wash treatments have made many of today's silks washable, surprisingly you can also wash many classic silks. Just make sure the garment has a simple construction, is colorfast and doesn't have a label that says 'dry-clean only.'

"It's usually safe to wash raw silk, China silk, Indian silk, crepe de chine, pongee, shantung, tussah, doupioni and jacquard."

Siracusa also has these silk-care tips:

- Add a few drops of ammonia to the suds to keep your silks white.
- Don't wring or twist your silk when it's wet.
- Never use bleach or enzyme pre-soaks (they break down the fibers).

Remember, the most important thing you can do is to follow the instructions on the garment care label.

Elsa Klensch is style editor for Cable News Network. She welcomes questions and will answer those of general interest in her column. Write to Elsa Klensch, Los Angeles Times Syndicate, Times-Mirror Square, Los Angeles 90053. Or she can be reached on the Internet at [Agent?ix.netcom.com](mailto:Agent?ix.netcom.com)

**GRAPHIC:** Photo

Bill Blass lets his black-and-white gown skim the body and inserts wide gores for movement.

**TYPE:** Q & A COLUMN

**LOAD-DATE:** November 2, 1998

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Friday, May 5, 2006 - 11:26 AM EDT

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*Menswear departments gear up for dressing down* *The Toronto Star* November 16, 1995, Thursday, METRO EDITION

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The Toronto Star

**November 16, 1995, Thursday, METRO EDITION**

**SECTION:** FASHION; Pg. H7

**LENGTH:** 638 words

**HEADLINE:** Menswear departments gear up for dressing down

**BYLINE:** By David Graham SPECIAL TO THE STAR

**BODY:**

Canada's two largest department stores are preparing for an explosion of interest in men's fashion. Earlier this month, to great fanfare, the Eaton's department store in the Eaton Centre cut the ribbon officially opening its new 75,000-square-foot menswear floor. To launch the revamped space, which is the size of 1 1/2 football fields, Eaton's brought in New York designer Joseph Abboud.

And on Monday night, The Bay at Yonge and Bloor Sts. unveiled its shiny new \$10-million renovation that includes a 25,000-square-foot addition to its menswear department.

Guests, including country singer George Fox and flamboyant sportscaster Don Cherry, were treated to all the champagne and raw oysters they could stomach.

All this ballyhoo is largely attributed to the much hyped trend to casual Fridays. This phenomenal interest in dressing down has only begun. Merchandising experts agree this trend is one of the most dramatic influences on the men's fashion industry to come along this century.

And department store executives did not want to be caught with their pants down.

So Eaton's increased its space available to men's sportswear by 30 per cent, says Thomas Haig, vice-president of merchandising for T. Eaton Co.

And The Bay reclaimed territory from the concourse below, moved some escalators and stocked the shelves with brand labels such as Wilke Rodriguez, J.J. Farmer, Dockers, Chaps and Tommy Hilfiger as well as Guess and Pepe Jeans.

The stone tile floors, light wood trim, color-correct lighting and fixtures reflect the currently popular Arts and Crafts movement in North American design.

On the main floor, the existing men's area was moved and expanded for the upscale 6,000-square-foot Hudson Room showcasing tailored clothing from labels such as Italy's Missoni. This spring The Bay will add contemporary sportswear lines CP and Arnold Zimberg.

Also new, says The Bay buyer Tony Waldron, is the move to staggered delivery dates. "This is common in women's fashion," says Waldron. Now menswear designers are following suit. In-store boutiques such as

Tommy Hilfiger, Gant and **Nautica** are constantly replenishing their shelves with fresh merchandise.

Even though many men are shopping on their own, oddly enough, it's still largely a woman's world.

According to Dave Murdoch, general merchandise manager for menswear at The Bay, "60 to 70 per cent of all menswear purchases are made by women. In a downtown store that might not be so high. But in suburban department stores the figure is close to 70 per cent."

For that reason, the interior design psychology for the Eaton's and The Bay stores is intended to appeal to both men and women. Aisles are bright and wide, fixtures are modern and homey, and lighting is clean and functional.

Menswear retailer Harry Rosen has observed The Bay and Eaton's renovations as an interested bystander.

He believes their investments will pay off - in the long run. "I often see a group of men standing in office towers dressed in lumberjack shirts and every possible style of pants. These men are executives," laments Rosen.

"I see the way they dress and it's comical."

Rosen places the responsibility for teaching men the rudiments of casual dressing for the office squarely on the shoulders of retailers.

And he hints that if men are not comfortable in this new world, they may shrink back to their old ways of pinstripe suits and navy ties.

Rick McIsaac, The Bay's division merchandise manager for men's sportswear across Canada, says designers must shoulder some of the responsibility, too. He believes they must design collections that help men as they manoeuvre through department stores. "They have to keep men interested," says McIsaac, suggesting each line has to have momentum if it is going to be successful.

**GRAPHIC:** PHOTO: PARTY PEOPLE: Don Cherry (centre), Ken Thomson and his wife Marilyn celebrate the revamping of The Bay on Bloor.

**LOAD-DATE:** May 12, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*BAY WATCH The Toronto Sun November 19, 1995, Sunday,*

Copyright 1995 Toronto Sun Publishing Corporation  
The Toronto Sun

**November 19, 1995, Sunday, Final EDITION**

**SECTION:** COMMENT/CITY LIFE, Pg. C9

**LENGTH:** 332 words

**HEADLINE:** BAY WATCH

**BYLINE:** TRISHA HICKEY

**BODY:**

It was an unusual venue for one of the best parties of the week: The Bay on Bloor St. unveiling its new \$ 10 million dollar facelift (more in step with its uptown address) with a lavish in-store gala, featuring entertainment celebrities, socialites and smoked salmon, champagne and oysters.

Leading the celebrity parade down the Cosmetics Hall's new flooring of polished slate grey porcelain tile, were leading shareholders Ken and Marilyn Thomson, presidential pitchman Bob Peter, Road To Avonlea actor Sarah Polley (much tinier in real life than she appears on screen); Canadian country king George Fox; Sunset Boulevard's Rex Smith and bubbly musical star Camilla Scott who has just left the lead role in Crazy For You to host her own talk show (debuting Jan. 8 on CFTO).

Camilla's acting career has also taken a hot new turn, as she joins actor Paul Gross on Due South.

"I'm his bitchy new boss (and eventual love interest?)," she says with a mischievous grin. Camilla appears to be relishing the chance to get nasty after playing the sugary-sweet Polly in Crazy For You.

The big stars of the night, however were Don Cherry and wife Rosemarie, who are getting geared up for more time in the spotlight. (It seems everybody wanted a photo with the guy).

You may recall that Rosemarie (our answer to David Letterman's mom) was a hit pitching Anacin when complaining about hubby Don hollering in her ear all day.

Now the pair are featured in commercial spots pitching Ford trucks.

"I get to say, 'Gee, that guy gets on my nerves,'" says Rosemarie, obviously delighted at the chance to take another shot at Don.

Despite the Bay's newly-expanded menswear shopping space featuring much-in-demand designers such as Tommy Hilfiger, **Nautica** and Perry Ellis, many of the clothing queries were aimed at Don's famous, high-collared shirts.

"He gets them made by Louie at Royal Shirt," says Rosemarie.

Could a designer shirt collection at The Bay be Cherry's next venture?

**GRAPHIC:** 7 photos by Jim McCormack 1. FINE ACT ... Nadia Capone and Albert Schultz, stars on the CBC

drama series, Side Effects. 2. GLAMOROUS ... Former model Marilyn Thomson at the bash. 3. MUSIC ROYALTY ... Country music king George Fox meets the queen of T.O.'s musical stage, Camilla Scott. 4. ACCESSORY POWER ... Jewelry designer Carolee and The Bay's prez Bob Peter. 5. MEDIA BLITZ ... Global TV anchor Jane Gilbert enjoys the party. 6. PARTY ON ... CTV executive producer Sidney Cohen with actor Catherine Swing (Outer Limits; Robocop). 7. CANADA BOOSTERS... Rosemarie and Don Cherry at The Bay on Bloor St.'s gala unveiling.

**LOAD-DATE:** July 23, 1996

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) ⓘ

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*The Ups & Downs of Retailing; Men's suit sales pinpoint age-old axiom: What sells one year may not the next Pittsburgh Post-Gazette (Pennsylvania) November 19, 1995, Sunday,*

Copyright 1995 P.G. Publishing Co.  
Pittsburgh Post-Gazette (Pennsylvania)

**November 19, 1995, Sunday, TWO STAR EDITION**

**SECTION:** BUSINESS, Pg. C1

**LENGTH:** 910 words

**HEADLINE:** The Ups & Downs of Retailing;  
Men's suit sales pinpoint age-old axiom: What sells one year may not the next

**BYLINE:** Cristina Rouvalis, Post-Gazette Staff Writer

**BODY:**

America's all-the-time casual culture has made it tough for Frank Zimmerman to sell the men's suits and sport jackets in his Shadyside store.

"Go to the airport and look at how people dress to travel. It looks like the Bronx Zoo," says Zimmerman, owner of Kountz & Rider men's store, which is moving to a smaller location in Shadyside.

But if we have become a nation of slobs, we are a nation of bargain-hungry slobs. Especially this Christmas season, U.S. consumers are demanding discounts early.

With the holidays upon us, you're likely to see early sales on clothes, especially on men's suits, some retail consultants say.

In general, economists and consultants predict a modest sales increase during this Christmas season -- about 5 percent nationally and about 4 percent in Pittsburgh, in the view of Stuart Hoffman, PNC Bank chief economist.

Though men's apparel has held up better than the sluggish women's apparel market during the past few years, the lax office dress code has hurt the traditional lines of men's wear.

"The whole men's suit industry is under siege," says Howard Davidowitz, a New York-based retail consultant.

Zimmerman has marked down every item in his men's store for his moving sale.

Jos. A. Bank Clothier, a classic men's clothing store, is holding a \$ 199 suit sale, down from \$ 325. More expensive suits are also discounted. "Every suit in the house is on sale," says Harold Hawver, general manager. "It's not unusual to hold a sale. It's just that we haven't started this early and this deep."

The Downtown store sold more than 30 suits on Thursday, and Rich Dalzotto, a 23-year-old insurance agent who is swimming against cultural trends in his power suit, was grinning widely at sale racks. "It's perfect," he says.

Kuppenheimer Men's Clothiers, a national chain that carries a large stock of men's suits, is leaving the

Pittsburgh market and holding a liquidation sale at its two suburban stores.

Aside from the trend away from suits and toward khakis, the button-down men's apparel clothing manufacturers, including Schoeneman and Plaid, Hawver says.

"There's a lot of dumping of tailored men's clothing," Hawver says. "It's showing up at department stores and discounted at sale prices."

The flip side of the coin is that casual clothes sales are taking off. At Lazarus, sales are brisk in the casually hip clothes made by Tommy Hilfiger and **Nautica**, says Mike Trafford, senior vice president. The suit business isn't as strong, though the department store is not discounting suits more than usual this year, he says.

Some traditional retailers are also changing. Jos. A. Bank Clothiers, a Baltimore-based chain that makes and sells its own clothes, now has added a Joe's Casual line of sweaters and sportcoats and other casual clothes.

And the store also has found new opportunities by sending videos to some accounting and legal firms to help men dress appropriately for work in the age of casualness. Some men are at a loss what to wear now that they don't pull the old corporate uniform, a power suit, out of the closet anymore.

"A lot of men come out of college. They used to wear jeans and a T-shirt and then they go out and buy a suit. Nobody ever educated them how to bridge the gap. A navy suit and white shirt and red tie is easy. But a lot of guys don't know where to go in middle-of-the-road clothes."

Kountz & Rider is also rethinking its emphasis. "Maybe we have to change," Zimmerman says. "People have put clothing way down on their top 10. They'd rather have a second car, they'd rather go out to dinner more, they'd rather go on extra vacation. There is no peer pressure to look good. Just walk down the street."

The emphasis away from clothes and toward the home life is one reason some retail consultants predict sluggish clothing sales again this season and brisker sales in electronics, personal computers and home items.

And sales will be frequent and early this year, one retail consultant says. "It's price, price, price, price, price," says Richard Sprague, a consultant based in Durham, N.H.

Some consumers feel there's no need to buy anything but sale items -- even before Thanksgiving. "It seems like everything you buy is on sale," says Karen Dalzotto, Rich's mother. "It seems like you don't pay full price for gifts this year."

Indeed, sale signs are everywhere. The Limited women's clothing chain, for example, is advertising an "extra early" Christmas sale.

Even some small specialty stores are holding limited sales before Christmas -- something many of them didn't do five years ago.

"The consumer expects to buy things on sale today," Zimmerman says. "It's almost year-round. But I still think Christmas is going to be Christmas, whether we are selling at markdowns or regular prices."

One of the biggest shopping frenzies of the season is Kaufmann's Night Sale, which packed in crowds last weekend and did better than the previous year.

"When they hear the words 'Night Sale,' a lot of people use it as a kickoff for the holiday season. It's almost like a ritual," says Jerry Eccher, a senior vice president at Kaufmann's.

But Eccher says consumers do not automatically pull out their wallets when they see the sale sign.

"Cheap doesn't necessarily mean it will sell. It's not just price," Eccher says. "If it looks good and has a lot going for it, price is not inhibiting."

KRTBN

**GRAPHIC:** PHOTO, PHOTO: Darrell Sapp/Post-Gazette: At South Hills Village, the Christmas shopping frenzy has started to escalate.

**LOAD-DATE:** November 20, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) ⓘ

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*DRESSED FOR THE WEATHER;A QUIZ ON WHAT TO WEAR FOR WINTER WARMTH Buffalo News (New York)  
November 20, 1995, Monday, CITY EDITION*

Copyright 1995 The Buffalo News  
Buffalo News (New York)

**November 20, 1995, Monday, CITY EDITION**

**SECTION:** LIFESTYLES, Pg. 7B

**LENGTH:** 963 words

**HEADLINE:** DRESSED FOR THE WEATHER;  
A QUIZ ON WHAT TO WEAR FOR WINTER WARMTH

**BYLINE:** SUSAN MARTIN; News Style Writer

**BODY:**

With the first snowfalls of the season behind us and a good many still ahead, it's time to brush up on how to dress for the cold.

Which fabrics will keep you warmest?

What's the best way to layer?

How do you keep your feet from freezing?

Before dressing for the next cold front, fix the zipper on that trusty parka, waterproof those boots and take our short multiple-choice quiz to see how prepared you really are.

1. What type of long underwear will keep you warmest and driest on the slopes when it's zero degrees?

- a. Waffle-weave cottons
- b. Silk
- c. Polypropylene or Thermax
- d. Real skiers don't wear long johns

Answer: c. Polypropylene, Thermax and other synthetic, high-performance fabrics keep you warm and dry by transporting or "wicking" moisture away from your skin and dispersing it. They also dry quickly and weigh less than wool.

Cotton, on the other hand, sops up moisture, stays damp against your skin and does not insulate when wet.

"When someone says, 'I'm wearing an expensive ski outfit, but I'm still cold,' I ask them, 'What are you wearing for underwear?' They usually say cotton. That's their mistake," said Jane Martin, buyer for Red Door Ski Shop.

Silk has wicking ability but it, too, does not insulate when wet. If you love the feel of silk, wear it. But on the coldest days, opt for a high-performance fabric or even a Thermax-silk or wool-silk blend.

2. Which statement is true?

- a. If your feet are cold, put on your hat
- b. Gloves generally are warmer than mittens
- c. Kids know when to come in from the cold
- d. Sunscreen isn't necessary during the wintertime.

Answer: a. An uncovered head can make you cold all over. That's because the scalp, ears and facial skin have lots of blood vessels near the surface that shed heat fast. Keep them covered and heat will travel to your feet and hands.

As for the rest, (b) mittens generally are warmer than gloves of the same thickness and fabric because heat transfers from finger to finger. Even shivering kids (c) don't want to miss outdoor fun. And (d) skiers and outdoor enthusiasts should remember that the damaging rays from the sun don't take winters off.

3. What's the best way to stay warm at Bills games?

- a. Dress in layers
- b. Borrow Jim Kelly's muff
- c. Protect your face from windburn by painting it
- d. Do a dance at every down

Answer: a. The key is to dress in layers of the right clothes that can be peeled off (in the car) or added (in the stands) as needed. Several layers will trap more insulating air than one bulky garment.

As mentioned above, long underwear (not cotton) provides a good inner layer. Next comes the insulating layer or layers (wool sweater, fleece pullover/pants) followed by the outer layer, which provides protection from wind, rain, snow and possibly even the contents of airborne beer cups.

And don't forget your hat.

4. Which statement isn't true?

- a. Cashmere gets its name from Kashmir goats
- b. Camel's hair comes from two-humped camels
- c. Alpaca wool comes from the long-haired wooly alpaca
- d. Polartec comes from Polarsheep

Answer: d. Polartec fabrics are knitted polyester sometimes blended with Lycra, cotton, wool, nylon or rayon. It's made by Malden Mills. Other trademark fleece names include Pinnacle Fleece, Synchronia and Alpen Lite.

5. Which isn't a smart way to keep feet warm and dry?

- a. Wear boots with a thin insulator such as 3M's Thinsulate
- b. Wear boots with a waterproofing membrane such as Gore-Tex
- c. Wear two pairs of heavy socks
- d. Wear a pair of sock liners under your socks

Answer: c. Wearing two layers of heavy socks will only pinch your toes, make your feet sweat and you cranky.

For extra comfort, wear a pair sock liners (silk or polypro) under your warmest socks. And take along disposable heat packs to throw in your boots or gloves. The packs last eight hours, which make them a smart thing to carry around in your glove compartment as well, in case you're ever stranded during the wintertime, Ms. Martin said.

6. Which of the following is a good insulator?

- a. Wool
- b. Polyester fleece
- c. Down
- d. All of the above

Answer: d. But down needs to be protected by a waterproof shell because, unlike wool and fleece, it loses warmth when wet, warn Kim Johnson Gross and Jeff Stone in activewear chapter of their book "Chic Simple: Clothes" (Knopf, \$ 25).

7. Which design features add to the warmth of a garment?

- a. Elastic cuffs
- b. Storm flaps over zippers
- c. Tightly woven yarns
- d. All of the above

Answer: d. How warm a jacket or other garment is depends not just on fabric but how the yarn is spun, knitted or woven and how the garment is constructed, according to Pamela Redmond Satran in "Dressing Smart: The Thinking Woman's Guide to Style" (Doubleday, \$ 19.95).

A coat with multiple closures, including a fastener at the neck, is going to be warmer than a single-button style, for example.

8. Which boot feature are best in slippery weather?

- a. Heels. The higher the better
- b. Lug soles
- c. Smooth flat bottoms
- d. Forget boots. Sneakers will do the trick

Answer: b. The idea is to maintain firm footing on snow -- not teeter, slip or slide across it.

#### Scoring

Here's how to score the quiz:

8 correct answers: We'd say hats off! but we don't want our feet to get cold.

6 or 7 correct answers: Not bad, not bad, but please don't say you blew it with the Polarsheep question.

3 to 5 correct answers: It's only November. You still have time to shape up -- and warm up.

Fewer than 3 correct answers: Bet you don't even own a winter hat.

**GRAPHIC:** Toasty toes, the foundation of it all. Wool slouch socks by **Nautica** Hosiery.; Warm hat, warm feet? Outfits by **Nautica** for Boys.; Everywhere this season: polyester fleece, in an anorak by Liz & Co.

**LOAD-DATE:** November 22, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

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*HUNTERS' WIVES OPEN OWN SEASON Chicago Tribune November 21, 1995 Tuesday, NORTH SPORTS  
FINAL EDITION*

Copyright 1995 Chicago Tribune Company  
Chicago Tribune

**November 21, 1995 Tuesday, NORTH SPORTS FINAL EDITION**

**SECTION:** NEWS; Pg. 1; ZONE: N

**LENGTH:** 1043 words

**HEADLINE:** HUNTERS' WIVES OPEN OWN SEASON

**BYLINE:** By Bob Sector, Tribune Staff Writer.

**BODY:**

Marv and Donna Dawson have been married for 37 years. For each and every one of those years she's had to put up with the wandering thoughts, the roving eye and the pentup lust that overcomes him with the autumn frost.

So by the time Marv reaches for that orange cap with "We Interrupt This Marriage to Bring You the Hunting Season" emblazoned above the brim, Donna knows he is lost.

Which used to tick her off to no end, but no longer. Now, when Marv and other Escanaba, Mich., men pack off to deer camp for their annual two-week fling of hunting, boozing, poker and such, Donna and the rest of the long-suffering wives pack up their credit cards for a romp of their own down the Magnificent Mile.

Watch out Chicago! The "Does" are back in town.

The annual trek of the "Deer Widows," as they call themselves, has become as much a fixture of the North Woods this time of year as the hunt itself. While the men satisfy that primal urge to bring home a prized 10-point buck, scores of their spouses charter buses for the Windy City and fan out in pursuit of mega-buck bargains.

They get facials, pedicures and makeovers, and gorge themselves on theater and museums. They eat, they drink, they shop. They shop, they drink, they eat. Then they shop some more.

"We keep up with the men, and we can go to the bathroom inside," explained Elaine Sigan, who hasn't missed a "widows" trip since they began 14 years ago.

This year, Monet was the big hit. Last year, it was a female impersonator show at a North Side lounge. Then there was the year that Bernadette Verhamme led an expedition down to Walter Payton's America's Bar in River North.

"When they played 'YMCA,' a lot of us grandmas got up on the marble bar and started dancing," recalled Verhamme, a cheerleader from the Escanaba High Class of '43.

To understand what drives the women here each year, it's important to appreciate what drove them away.

In Michigan, Wisconsin and elsewhere in the Upper Midwest, deer hunting isn't just a sport, it's a way of



life, a near sacred male-bonding ritual as beer-swiggingly anticipated as Super Bowl Sunday.

Shops, factories and even schools close for the opening of deer season, and countless males disappear into the woods for days, sometimes weeks, at a time.

So anxious are they to blast away at something that some jump the gun.

Last Wednesday, opening day for this year's hunt in Michigan, 46-year-old Paul Ray of Bark River became the first casualty of the season while lying at home in bed before dawn.

A stray shot from a hunter pierced a wall and grazed Ray in the arm and chest.

The spirit of the phenomenon was perhaps best capsulized by The Yoopers, a singing group from Michigan's remote Upper Peninsula, in their unforgettable "Deer Camp":

"It's the second week of deer camp and all the guys are here,

We drink, play cards and shoot the bull, but never shoot no deer.

The only time we leave the camp is when we go for beer,

The second week of deer camp is the greatest time of year."

It may have been heaven on earth for the men, but for those left behind it was just plain boring.

One year, Donna Dawson's nose was so out of joint after Marv had been gone for 10 days that she sent word through a friend that he was no longer invited to Thanksgiving supper.

"On a scale of 1 to 10, the wife is a zero," she explained.

It was Verhamme who finally said "enough." In 1981, after 35 years of annual abandonment from her otherwise beloved husband, Eugene, she approached Lois Anderson, owner of Escanaba's Holiday Travel, with a plan.

"I'm sick and tired of these guys going away every year and we do nothing," Verhamme said. "Let's go to Chicago, stay at a nice hotel, see some great shows and do some shopping."

And the rest is history.

From one busload of revelers that first year, the trip grew to seven, though Anderson found that unmanageable and has since scaled back to four. Travel agencies from Green Bay to Ishpeming and Marquette, Mich., now offer copycat deer escape charters.

Over the year's, the Escanaba group has done a lot of Chicago shopping and seen a lot of Chicago theater. This year, Verhamme said, some of the women went to see "Stomp." "That's the group from England with the brooms and the garbage cans," she explained. "They said that was different."

Indeed, no matter how many times they come, some of the women still find themselves amazed by odd Chicago customs.

"One time we went up to the top of the John Hancock and paid \$5 for a cup of instant coffee," said Mary Burroughs. "That would buy three pounds back home."

This year's trip kicked off before dawn last Thursday from the parking lot of the Super One on North Lincoln Road in Escanaba, population 15,000, about 50 miles north of the Wisconsin border along Lake Michigan.

After a stop for breakfast, things got in full swing when they broke out the wine and beer before the ladies hit Kenosha for a swing through the outlet malls. Then it was on to "Doe Camp," otherwise known as the Palmer House, from where they fanned out in a relentless pursuit of bargains.

Though clothes and Christmas presents are at the top of most shopping lists, usually there's one item that seems to catch everybody's fancy. One year there was a run on those gizmos at Crate and Barrel that can cut onions into the shape of flowers. Last year, it was standup chicken cookers. This year, it was giant-size scorepads for bridge.

For the fifth straight year, Dawson came with her daughters, Kim Anderson and Pam Bialik, who in turn had hired a baby-sitter to tend the children back home.

They started out early Friday at Marshall Field's, Dawson scouring the men's department for a Rush Limbaugh tie for "the opinionated man I live with," and Anderson trying to find a white shirt with a rounded collar. Her husband, an undertaker, had decided he had to have it after seeing O.J. Simpson wear one during his trial.

Three days, a punch bowl, some holiday dresses, some kids clothing, a Jones of New York designer sweater, a down coat, some **Nautica** jackets and golf outfits later, they were done.

"This is our 'girls' weekend," explained Bialik, an occupational therapist. "The men are out doing their thing, why shouldn't we do something too?"

**GRAPHIC: PHOTOS 3PHOTOS:** The "Deer Widows" (top photo) leave Escanaba, Mich., Thursday in their bus headed to Chicago. Once in the Windy City, the hunt begins, and Donna Dawson (from left) and her daughters, Kim Anderson and Pam Bialik, check out Marshall Field's. AP photo, Tribune photo by Ovie.; **PHOTO:** Kim Anderson and her sister, Pam Bialik, wait for their purchase to be rung up at Field's during what has become their annual trek to Chicago. "This is our 'girls' weekend," says Bialik. Tribune photo by Ovie Carter.

**LOAD-DATE:** November 21, 1995

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*The scent of a man; Feel free to explore the giveaways from many fragrance lines Pittsburgh Post-Gazette (Pennsylvania) November 26, 1995, Sunday,*

Copyright 1995 P.G. Publishing Co.  
Pittsburgh Post-Gazette (Pennsylvania)

**November 26, 1995, Sunday, FIVE STAR EDITION**

**SECTION:** LIFESTYLE, Pg. G2

**LENGTH:** 414 words

**HEADLINE:** The scent of a man;  
Feel free to explore the giveaways from many fragrance lines

**BYLINE:** Jane Crawford, Post-Gazette Staff Writer

**BODY:**

The spirit of Christmas is in the giving -- or so they say. After all, it's the time of year when we show our appreciation and affection through a big or little something.

But shopping for men can present some challenges if tools, barbecue equipment or ties don't seem right. One of today's trends is for men to pay more attention to themselves, and that means using skin care and bath products.

So while you're shopping for dad or the man in your life this year, you may want to double your buying power and take advantage of the numerous gift-with-purchase items that are available when products for men are bought at the cosmetics counter.

That way, you can still give the fragrance/lotion/bath product, but keep the freebie for yourself.

For example, at Kaufmann's, when you buy an item for \$ 35 from Safari for men, you receive a duffel bag; a basketball comes with a Polo Sport (Ralph Lauren) purchase of \$ 35; and there's another duffel bag with a \$ 30 **Nautica** purchase.

Of course, not every man is comfortable with cologne. Flashbacks of guys drenched in Jade East, Brut or Canoe can haunt a man for years.

Men today use fragrance much more subtly. Generally speaking, there is no more pouring it on to the point where you could empty a subway station. A dab here and there will do ya.

This does not mean that a man must give up his trademark scent. If he wants to stick with Old Spice, so be it. Other favorites are British Sterling, Preferred Stock, Davidoff/Cool Water, Tiffany for Men and Paco Rabanne pour homme.

But he may want to take a chance and indulge in something that is not an old standard or polluted with musk. There are choices galore, from the unisex ck by Calvin Klein to the elegant Grey Flannel by Geoffrey Beene to the ever-popular Aramis.

At Lazarus, when you make an Aramis purchase of \$ 27, you get an umbrella; a tin of biscotti comes with a Gucci purchase of \$ 27; and with a \$ 26 purchase from Paul Sebastian, there is a crystal clock.

If cologne is not the gift-giving answer to your shopping prayers, perhaps a skin-care product, soap, shampoo, deodorant or body wash is.

When shopping for your man at Saks Fifth Avenue, keep in mind that a duffel bag comes with any Catalyst purchase; there's a box of miniature products with a Tiffany purchase of \$ 25; and a frisbee with a \$ 28 Polo Sport purchase.

Whatever the holiday holds for givers and receivers, you can make it a time of smart shopping and fun giving.

**GRAPHIC: PHOTO, PHOTO:** John Beale/Post-Gazette: From left, spend at least \$25 at Aramis and get a multicolored umbrella (available at Lazarus); Escada offers a razor and cologne with a \$35 purchase (at Saks Fifth Avenue, Downtown) and you'll have a ball with the gift from Polo with a minimum \$35 purchase (from Kaufmann's).

**LOAD-DATE:** December 3, 1995

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*LANDMARK STATUS The New York Times November 26, 1995, Sunday, Late Edition - Final*

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The New York Times

**November 26, 1995, Sunday, Late Edition - Final**

**SECTION:** Section 6; Page 62; Column 1; Magazine Desk

**LENGTH:** 20 words

**HEADLINE:** LANDMARK STATUS


**BODY:**

A well-dressed man is like an architect with a vision. He builds his wardrobe on a keystone of classic accessories.

**GRAPHIC:** Photos: A scale model of the Shanghai International Plaza, designed by Frank Williams & Associates, is wrapped in a silk tie, \$42.50, by Villa Bugatti. At Bloomingdale's. Silver tie pin (on tie), \$145, by Fiona Rae. At Bergdorf Goodman Men. Watch, \$625, by Ole Mathiesen. At Barneys New York. Silver pen (top), \$500, by A.T. Cross. At Arthur Brown, 2 West 46th Street. Gold and emerald cuff links (on frieze), \$8,300, from Cartier. Steel pen, \$53, by Rotring. At Rebecca Moss Ltd., 510 Madison Avenue. Silver key chain, \$210, by Gucci. At Bergdorf Goodman Men. Silk ties: (flying, far left) \$42.50, by Villa Bugatti, at Macy's; (flying, far right) \$115, by Brioni, at Barneys New York; (behind lighter) \$88, by Drake's for Barneys New York; (foreground and right) \$85, by Kilgour, Frenchy & Stanbury, at Barneys New York. Pocket lighter (left), \$330, from Alfred Dunhill. Table lighter, \$350, from Alfred Dunhill. Cuff links (on flying tie at right) \$245, from Paul Stuart, Madison Avenue and 45th Street. (pg. 63); Richard Gluckman's "Match Box House," to be built in Orient Point, L.I., is home to a titanium pen (top), \$225, by Lamy. At Rebecca Moss Ltd., 510 Madison Avenue. Sterling silver golf ball lighter (far left), \$1,825, from Alfred Dunhill. Stainless steel watch, \$844, by Milus. At Barneys New York. Silver tie bar (near watch), \$120, by Georg Jensen. At Barneys New York. Silver belt buckle (at entrance), \$130, from Tiffany & Company; silver conical, \$135, by Sarah Jordan, at Bergdorf Goodman Men; silver spheres, \$180, by Georg Jensen, at Barneys New York; silver footballs, \$150, by Sarah Jordan, at Bergdorf Goodman Men. Silver cigar case (far right), \$295, by Del Conte. At Bergdorf Goodman Men. (pg. 64); Flying over a model of the Greater Buffalo Airport, designed by Kohn Pedersen Fox Associates, are silk ties (from left): \$140, by Comme des Garçons Homme Plus, at Charivari 57, 18 West 57th Street; \$35, from the **Nautica** Store, 216 Columbus Avenue; \$140, by Comme des Garçons Homme Plus, at Charivari 57; \$69.50, from Faconnable, 689 Fifth Avenue. Eyewear (from left): tortoise and metal frame, \$205, by Lafont, at Morgenthal-Frederics, 685 Madison Avenue; tortoise sunglasses, \$220, by Lunor, at Robert Marc Opticians, 575 Madison Avenue; rimless sunglasses, \$275, by Oliver Peoples, at Morgenthal-Frederics; chrome sunglasses, \$325, from Morgenthal-Frederics; black-frame sunglasses, \$195, by Paul Smith, at Robert Marc Opticians. Sterling silver pocket knife, \$250, from Tiffany & Company. Silver-plated cigar cutter (center), \$185, from Alfred Dunhill. Alligator belts: (left) \$325, from Cole-Haas stores; \$375, by Torino, at Saks Fifth Avenue. Socks, \$9, from the **Nautica** Store. Penny loafer, \$225, by To Boot. At Bergdorf Goodman Men. Silk tie, \$90, by Garrick Anderson. At Barneys New York. (pg. 66); The new United States Courthouse for White Plains, designed by Skidmore, Owings & Merrill, is furnished with leather gloves, \$125, from Barneys New York. Black-lacquer fountain pen, \$850, and gold pocket watch, \$17,300, both by Cartier. At Cartier boutiques. Alligator belt, \$298.50, from Paul Stuart, Madison Avenue and 45th Street. Silver belt buckle, \$125, by Polo Ralph Lauren. At Polo stores. Alligator wallet, \$355, by Torino. At Saks Fifth Avenue. Gold-filled tie bar (on wallet), \$92.50, from Paul Stuart. Gold tank watch, \$7,850, from Cartier. Striped silk tie, \$65, by Bergdorf Goodman private label. At Bergdorf Goodman Men. Cuff links (foreground), \$260, by Bergdorf Goodman

private label. At Bergdorf Goodman Men.

**LOAD-DATE:** November 27, 1995

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*LIVING IN A MATERIAL WORLD HOLIDAY SHOPPING FUELS MATERIALISM IN TEENS. The Post-Standard (Syracuse, NY) November 30, 1995 Thursday City Edition*

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# The Post-Standard

The Post-Standard (Syracuse, NY)

**November 30, 1995 Thursday City Edition**

**SECTION:** HJ; Pg. 12

**LENGTH:** 1426 words

**HEADLINE:** LIVING IN A MATERIAL WORLD HOLIDAY SHOPPING FUELS MATERIALISM IN TEENS.

**BYLINE:** MARGARET LeBRUN Staff Writer

## **BODY:**

Bobby Martin has 20 pairs of boots and 15 pairs of sneakers. Youd think that would be enough footwear. Not for him.

When he saw the latest Michael Jordan sneakers, a style with black patent leather trim on the sides that cost \$125 plus tax, he just had to have them. He bought them last weekend.

Theres not a weekend I dont go shopping, says Martin, who earns his money working about 20 hours a week as a telemarketer. If I dont have anything else to do with my money, Ill take \$150 and spend until I have about \$10 left to buy something to eat.

Call him materialistic he doesnt care. He likes to look good, and he spends a lot of time and money trying to achieve that certain look. Like many teens, he expects to shop even more from now until Christmas, and more for himself than for gifts.

Just being in stores fuels materialism. Many teens admit they blow big bucks on clothes, sneakers or CDs. Some feel pressured to beg, borrow or steal to get the things they want.

Manlius child and adolescent psychologist Rhoda Fisher says materialism is the same for teens as for adults.

This culture is so rapidly changing that we can barely keep up, so you (believe that you) have to acquire more, says Manlius psychologist Rhoda Fischer. Maybe it reflects some insecurity that you need to do that, to look like everybody else. We believe well be more successful if we possess more things. We seem to be very hungry, like were always storing up nuts for the winter.

Coveted items vary from school to school. At Cicero-North Syracuse, its Old Navy jeans and Tony Walker T-shirts. At Skaneateles, its Dockers pants and Oxford shoes. At Liverpool, practically every girl brings her gym clothes to school in a Gap bag.

At Nottingham, Tommy Hilfiger clothes, Nike sneakers and Timberland boots are hot. It may or may not be true, but several Nottingham students and a few from other city schools say Nottingham is the trendiest

school in the area. Martin is one who agrees.

Nottinghams probably the most fashionable school in the city, says Martin, who can spot designer clothes from across the hall. It depends on how much you shop and if you wear a lot of it. An ordinary person who wears just anything wouldnt spot it unless they see the name. But somebody like me, I can tell.

Teens spend nearly \$100 billion a year, mostly their own money, according to estimates by Research Unlimited in Northbrook, Illinois. Boys spend an average of \$44 a week of their own money. Girls spend \$34 a week of their own money, but money from their parents makes the total amount they spend almost as much as boys.

In part-time and summer jobs, teens make much less than adults. Yet, without bills to pay, they spend a lot more money on themselves than adults do.

Teens arent saddled with mortgages or utility bills, Peter Zollo, president of Teenage Research, wrote in a recent article in American Demographics Magazine. They can spend their funds freely, and they have the means to affect brand sales in a big way. Also, they appear to be more brand-conscious than ever before.

Zollo says for teens, cool means quality, and quality is cool. Nationwide, teens say the coolest brands are Nike, Guess, Levis, Gap and Sega. Most of these brands are also hot with Syracuse-area teens (see accompanying story).

Many teens think of shopping as fun, not a chore, says Zollo. They care how they look, and what they buy reflects what they think of themselves.

Students are highly competitive about what they wear, says Malaika Adams, Martins classmate at Nottingham.

Nottingham is a very, very materialistic school, says Adams. Almost everybody wears labels, thats the biggest thing. You wouldnt dare go out wearing \$17 sneakers. You have to have the Guess? jeans, the **Nautica**, the Tommy Hillfiger, or its like (she lowers her voice to mimic a gossiper), Ugh, they dont dress right.

She says those who wear designer clothes brag about buttering themselves up for school, People say, Wait till you see what I wear tomorrow Im going to be so buttuh!

She and Martin also know people who want certain things so desperately they shoplift.

Thats how a lot of people get all this stuff, says Adams. They go boosting (shoplifting), or they know somebody who works at a store who boosts for them or gives something to them cheaper.

In recent years, youths across the country have been attacked or even shot dead for their Starter sports logo jackets or Nike sneakers.

Consumer analysts say the gotta-have-it mentality that bombards teens in the media every day promotes luxuries as necessities, wants as needs.

Many of the most coveted items among teens are promoted by the people they look up to: celebrities and sports heroes. The Rev. Jesse Jackson, for one, has lambasted product endorsers as encouraging young people to be materialistic. They are exploiting an ethos of mindless materialism, Jackson said in an interview with the Washington Post. Our youth are trapped with economic depression, with zero-based self-esteem: I am nothing. You are less. If you cross me, I will shoot you. For my inadequate feelings about myself I must at least identify with the best. So I cover up my inadequate feelings with my \$200 tennis shoes. Teens who dont wear whats in or cant afford designer clothes, shoes and accessories are subject to ridicule.



They dont take into consideration that some people dont have the money to buy that kind of thing, says Nottingham sophomore Kenisha Bonner, who spends about \$400 a month on clothes with money she makes working after school and weekends at a nursing home cafeteria.

When it comes down to an argument, it comes down to, Look what shes got, look what Ive got. Did you see what she wore today? You know it was fake.

She says she can tell at a glance whether something has a designer label. Designer clothes have extravagant labels in the back, while cheaper clothes have small labels or no labels at all. As for jeans, those that fit better are usually the more expensive, popular brands.

Bonner and her Nottingham classmates say younger students tend to be the most label-conscious.

Its a part of self esteem, says Bonner. When you reach a certain age you want certain things, but you realize you have to work for them. A lot of kids dont have what they want, and its difficult.

Fayetteville-Manlius students interviewed said the same holds true in the eastern suburbs.

The freshmen seem to be more into the fashion thing, says F-M senior Brad Raphael, who owns closets full of sports equipment and wears a look right out of the J. Crew catalog.

I guess Im not with it anymore. As you get older and start paying for more of your own clothes, youre more into bargains.

Raphaels sister Brooke, a junior at F-M, says their school is often stereotyped as materialistic. Yet, a lot of students often, those who can easily afford designer clothing reject it in favor of vintage clothing and bargains from the Salvation Army and Army-Navy stores.

Often, you cant tell whos rich and whos poor by what they wear, says F-M senior Jessica Pouschter.

I know we get stereotyped that were really snobby and materialistic, but I dont see it that much, says Pouschter, sitting amidst a pile of sweaters, jeans, stuffed animals and CDs in her Manlius bedroom. I dont think people flaunt it. A lot of people like used clothes and dont care how they look.

Pouschter has just about anything a teen would want: her own TV and stereo, 22 sweaters, about 200 CDs, even a spare bed in her professionally-decorated room for overnight guests. She recently cleaned out her closet; it took her two entire days.

Yet, her favorite article of clothing is a gray college sweatshirt previously worn by two other people. Her favorite possession is a tiny enamel necklace made by an uncle who died when she was a little girl.

Pouschter says she didnt realize how much she had until she volunteered to work at the Rescue Mission soup kitchen in Syracuse last year. That really hit me hard, she says. You have this stereotype of a homeless person as a middle-aged man in raggy clothes, but thats not what I saw. I saw a lot of younger kids and babies with their mothers. And nobody was dressed raggy. It was really sad, and horrible to think that they couldnt afford to eat.

It made me think about my clothes, and even about wasting food. Since then, shes donated several bags of used clothes to the Rescue Mission and Salvation Army. Who knows? Maybe theyll turn up on some of her classmates this year.

**LOAD-DATE:** February 7, 2003

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*EVENING HOURS; Multiplication Tables (Five Times the Fun) The New York Times December 3, 1995, Sunday, Late Edition - Final*

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The New York Times

**December 3, 1995, Sunday, Late Edition - Final**

**SECTION:** Section 1; Page 61; Column 2; Style Desk

**LENGTH:** 17 words

**HEADLINE:** EVENING HOURS;  
Multiplication Tables (Five Times the Fun)

**BODY:**

A handful of parties, a gathering of guests, from Nancy Reagan to Archbishop Tutu, Nov. 27 to 30.

**GRAPHIC:** Photos: Nov. 27, 8:10 P.M.: The Burden Center for the Aging held a dinner at the Rainbow Room honoring President Ronald Reagan and his wife, NANCY, escorted by CARTER BURDEN. The Reagans were recognized for the attention they have focused on Alzheimer's disease, with which Mr. Reagan is afflicted. 8:20 P.M.: Dr. WILLIAM A. HASELTINE, a researcher in genetic science, who was also an honoree, dances with his wife, GALE HAYMAN-HASELTINE. Nov. 29, 8:15 P.M.: The INFANTA DONA PILAR, second from right, the Duchess of Badajoz and a sister of King Juan Carlos I of Spain, attended the Spanish Institute's gala at the Plaza with her sons, JUAN GOMEZ-ACEBO, far left, and BRUNO GOMEZ-ACEBO, far right; her daughter, SIMONETA GOMEZ-ACEBO, and her daughter's husband, JOSE M. FERNANDEZ SASTRON. 7:50 P.M.: The Spanish Institute honored IGNACIO GOMEZ-ACEBO, left, an international lawyer who is a brother-in-law of the Duchess, and JOHN F. MCGILLICUDDY, a former chairman of the Manufacturers Hanover Trust Company. The institute promotes the understanding of Spanish culture and public affairs. Nov. 30, 8:40 P.M.: Guests dine amid a group of elephants at the American Museum of Natural History's annual ball. 7:40 P.M.: From left, ELLEN V. FUTTER, the museum's president; ANNE P. SIDAMON-ERISTOFF, its chairwoman, and GAIL HILSON, the ball chairwoman. 8 P.M.: MIKE NOVACEK, left, the museum's provost of science, with FRED ROSE and DOROTHY CULLMAN. Nov. 28, 6:30 P.M.: The NOW Legal Defense and Education Fund celebrated its 25th anniversary with an equal-opportunity awards dinner in the Grand Ballroom of the New York Hilton and Towers. MARSHALL HILSBURG, left, the chairman of Lord & Taylor and one of five honorees, with his wife, PATRICIA, and DAVID CHU, the designer for **Nautica**, at a reception before dinner. 7:15 P.M.: MURIEL FOX with another honoree, EDGAR BRONFMAN JR., the president of the Seagram Company. The other honorees were Ruth Whitney, Jon S. Corzine and Michael F. Coady. Nov. 30, 6:45 P.M.: The African-American Institute honored Archbishop DESMOND M. TUTU, second from right, with the Arthur A. Houghton Jr. award for excellence, at a dinner at the New York Hilton and Towers. With him were, from left, DAVID N. DINKINS, WILLIAM H. HAYDEN and MAURICE TEMPELSMAN, trustees of the institute, which promotes mutual understanding between Americans and Africans. (Photographs by BILL CUNNINGHAM/The New York Times)

**LOAD-DATE:** December 3, 1995

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View: Full

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]

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*RSVP / THE SOCIAL CITY; TRULY AN INSTRUMENTAL GIFT Los Angeles Times December 3, 1995, Sunday, Home Edition*

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**December 3, 1995, Sunday, Home Edition**

**SECTION:** Life & Style; Part E; Page 2; View Desk

**LENGTH:** 945 words

**HEADLINE:** RSVP / THE SOCIAL CITY;  
TRULY AN INSTRUMENTAL GIFT

**BYLINE:** By MARY LOU LOPER, TIMES STAFF WRITER

**BODY:**

Ever successful, the Pasadena Junior Philharmonic Committee will proudly present another check -- for \$230,000 -- to the Los Angeles Philharmonic Assn. on Friday at the Music Center. It's the second installment from last year's Pasadena Showcase House of Design. Earlier, \$400,000 was given. The \$630,000 total elates Mona Mapel, benefit chairwoman, Betty Rossiter, president last year, and new president Susan Clayton. The annual benefit has raised just under \$6.3 million over 31 years.

Handsome Affair: Tall, stately Hubert de Givenchy, Paris fashion icon (he recently presented his final couture collection there), greeted guests at a tea at L'Orangerie, and "Isn't he handsome?" was whispered nonstop.

Givenchy came officially to announce that noted American hotelier Rose Narva will be proprietor of the Givenchy Hotel and Spa in Palm Springs. It opens late this month, and the pampering programs on the 15-acre paradise nestled against the San Jacinto Mountains will be identical to those at the Givenchy Spa at the Trianon Palace in Versailles.

Narva is a natural for the job. She has restored and operated four venerable establishments in the nation's capital: the Hay-Adams, the Jefferson, the Carlton and the Wardman Tower at the Sheraton.

When Givenchy got up to speak, he acknowledged his longtime Los Angeles friends Janet Thompson Hovis and Carolina Barrie. Hovis recalled that she and her mother met *couturier* Jacques Fath in 1947 while sailing on the Queen Mary to Europe. Later, Fath invited them to a party, where they met Givenchy. Hovis' mother invited Givenchy to visit Beverly Hills, and Hovis remembers driving him in a Cadillac to Palm Springs when she was 18.

More sipping tea were Jean Smith, Meredith MacRae Neal, Jayne Berger, Mary Jane Wick, Rhonda Fleming, Lee Minnelli and Cyd Charisse.

We hear Monsieur Givenchy himself created the tableware, robes, exercise outfits and jogging clothes for the spa. Michelin "two-star" chef Gerard Vle will create the cuisine.

Cheers: The Beaujolais nouveau from France and the Provencal cuisine prepared by Alain Giraud of Citrus, in concert with other leading chefs, made "La Grande Affaire 1995: An Evening in Cannes" a winner for the California Hospital Medical Center.

Tom Decker and Andrea Van de Kamp co-chaired the noisy affair. "The auction raised \$72,500," said Van de Kamp, "and can you imagine what we could have made if they (the audience) could have heard us."

It was a happy lot: Keith and Joan Renkin, Rob and Joan Blackman, Joy Fein, Sam and Mary Helen Bell, Shel and Sandy Ausman, Patty and Charles Hathaway, Bill Wood, Dean and Nancy Ziehf, Sam and Florestine Biggers, John and Jacqueline Holly, Janice and Neil Harrison, Paul and Sherrill Colony.

French, Too: Champagne, a bistro dinner, a Parisian stage revue and dancing under the stars at Hope Ranch put an elegant touch on the Santa Barbara Civic Light Opera board's "An Evening on the French Riviera," headed by Betty J. Stephens. Among supporters: Stewart and Katherine Abercrombie, Richard and Marguerite Berti, Stephen and Jean Crossland, Paul and Leslie Ridley-Tree.

Elsewhere on the Social Circuit:

\* Almost 850 guests attended the Women's Guild of Cedars-Sinai Medical Center's world premiere of "Nick of Time." Chairwoman Beverly Firestein says the event will net \$250,000 . . . Chandler School raised \$79,000 at the "Toy Story" premiere at El Capitan Theatre.

\* The United Liver Assn. celebrated a 10th anniversary at the Beverly Hills Hotel and honored Jim Moret and Sybil Brand . . . United Hostesses' Charities honored P.K. Shah at a dinner at the same hotel . . . Jennifer Lowland chaired Starlight Foundation's sports-celebrity auction, hosted by **Nautica**, GQ and Bullock's . . . Sisters of Charity of Leavenworth and trustees of St. John's Hospital and Health Center Foundation dedicated the Soni and Hobart McAlister Perinatal Center with a tea.

\* Keeping Up: Carl Reiner's theory and book "Continue Laughing" had luncheon-goers at the John Wayne Cancer Institute Auxiliary affair chuckling . . . Wow! Another \$500,000 grant for Methodist Hospital's Patient Tower Campaign -- this one from the Santa Anita Foundation . . . The Westside Guild of Childrens Hospital took over the Regency Club to stage a day of "holiday inspirations" with ideas on cuisine, tea, morning coffee, flowers, home decorating . . . The Southern California Council of the National Museum of Women in the Arts lunched at Rockenwagner's with Teri Solomon in charge. The event was a fund-raiser for future exhibits of women artists . . . Mount Associates, substantial givers to Mt. St. Mary's College, brought their children to a benefit dinner at the Petersen Automotive Museum.

\* Step Up on Second's executive director Susan Dempsay turned 60 -- but there was no party; instead, to honor her, donors are giving to the Step Up endowment fund . . . The Downtown Women's Center took over the Stadium Club at Dodger Stadium for a benefit dinner . . . Hispanics for L.A. Opera were invited to the wine reception and opera recital at the home of Consul General of Mexico Jose Angel Pescador and his wife, Efigenia . . . Associates of Cedars-Sinai Medical Center hosted a membership gala at Four Seasons . . . White Memorial Medical Center celebrated an evening with Sergio Mendes and Brasil '95 at the hospital foundation's fund-raiser.

\* Ringing in the holidays: Descanso Garden hosted its holiday feast and magical light display last week . . . Los Angeles City Hall will be lit for the holidays Wednesday at 5:30 p.m. with a reception later in the City Hall Rotunda.

\* Mary Lou Loper's column is published Sundays.

**GRAPHIC:** Photo, Hubert de Givenchy visits with Betsy Bloomingdale, left, and Rose Narva, who will be proprietor of the Givenchy Hotel and Spa. LEE SALEM / For The Times

**LOAD-DATE:** December 4, 1995

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

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*Sportswear Designers Catch Olympic Fever DNR December 4, 1995*

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DNR

**December 4, 1995**

**SECTION:** Vol. 25, No. 229; Pg. 22; ISSN: 1092-5511

**RDS-ACC-NO:** 142666

**LENGTH:** 1675 words

**HEADLINE:** Sportswear Designers Catch Olympic Fever

**BYLINE:** MILES SOCHA

**HIGHLIGHT:**

Top American sportswear designer firms will introduce summer-1996 collections that include casual pieces and activewear with sport logos, flags and American team colors as they gear up for the summer Olympics in Atlanta

**BODY:**

Top American sportswear designer firms will introduce summer-1996 collections that include casual pieces and activewear with sport logos, flags and American team colors as they gear up for the summer Olympics in Atlanta. Licensed Olympic products are predicted to generate retail sales of \$1.5 bil. Some 120 official licensees have been signed up by the Atlanta Centennial Olympic Properties. The Atlanta Committee for the Olympic Games expects 2.5 mil visitors and a cumulative TV audience of 35 bil. How some of the apparel licensees are getting their products ready for the Olympics is discussed. These firms include Tommy Hilfiger, **Nautica** International, Polo Ralph Lauren Men's Co, and Macy's East.

NEW YORK -- Athletes and official apparel licensees aren't the only ones gearing up for the summer Olympics in Atlanta.

Top American sportswear designer companies including Hilfiger, **Nautica** and Ralph Lauren will square off at retail with summer '96 collections that include activewear and casual pieces emblazoned with sport logos, flags and American team colors.

Analyst Faye Landes at Smith Barney called the tactics of sportswear companies "ambush marketing," the legitimate practice of getting involved in an event without being an official licensee.

"The Olympics are out there," she said. "There's no reason not to get a piece of that business."

Licensed Olympic products, led by T-shirts, pins and hats, are expected to generate up to \$1.5 billion at retail.

Atlanta Centennial Olympic Properties, the marketing arm of the Atlanta Committee for the Olympic Games, has signed up 120 official licensees, as significant proportion of them in apparel.

Analysts do not know how much the non-licensed, but Olympic-inspired, designer sportswear might be worth, but acknowledge that an event of this magnitude fuels demand for a wide variety of apparel.

"There will be a lot of Olympic merchandise bought. This may appeal to a slightly different customer," said Landes.

For instance, "What Tommy [Hilfiger] and **Nautica** are doing is melding traditional Olympic themes with a sophisticated design sense," she explained. "It's not just slapping a logo on it."

Laurence Leeds Jr., analyst at Buckingham Research, stressed that the biggest opportunities lie with official activewear licensees such as Sara Lee and Authentic Fitness.

But he acknowledged that "anyone who makes clothing for sports is going to try in some way to identify with the biggest event of the year."

For example, at Donna Karan, the Y in the DKNY logo has sprouted a torch. It appears on nylon outerwear, tank tops and T-shirts.

At Tommy Hilfiger, the trademark slogan International Games, often in tandem with the American flag, is emblazoned on authentic soccer jerseys, mesh shorts, swimsuits and outerwear.

Polo Ralph Lauren takes both nostalgic and high-tech approaches. Its "Summer Games" collection pays homage to 1930s Olympians with antique-look sweatshirts and crested blazers, while "World Challenge" explores a modern nautical theme with technical outerwear and pique polo shirts in crisp red, white and blue.

Collections as diverse as Duck Head and Iceberg contain veiled references to the Olympics.

Analysts said they could not draw on history to accurately project how consumers might react to Olympic-themed designer sportswear. The last summer Olympics in the U.S. was Los Angeles in 1984, a time when "sportswear was much smaller and less exciting," Landes noted.

But in general, the Olympics "tend to get everyone patriotic and worked up," she said. It also tends to spur participation in sports.

Many designer companies are banking on it.

At **Nautica** International, designer, president and CEO David Chu chose summer '96 to launch his expanded **Nautica** Competition collection of performance activewear. By next spring, the company will have 18 500-square-foot Competition shops adjacent to **Nautica** sportswear areas.

The collection's red, white and navy color palette "fits into the team U.S.A. concept," Chu said. And the promotional campaign, which breaks February, features Olympic hopefuls cycling, running and pole vaulting in Competition gear.

"The timing is perfect," Chu said.

Asked if the Olympics will have a lasting impact on fashion, Chu said the event "will heighten the awareness of the activewear look. I think people want more functional stuff today."

"Activewear is certainly going to be on top of everyone's mind this summer when we have the Olympics," agreed George Ackerman, president of DKNY Men's. "I think business in the category will be up."

Ackerman said he expects strong sales in performance outerwear, cotton tops and accessories. "There's just so much crossover potential in all of the products."

At Polo Ralph Lauren Men's Co., president and chief operating officer Lance Isham described retailers' reactions to its vintage and technical offerings as "sensational." Top-selling items included nylon swimwear and running shorts, technical outerwear, fleece and napless fleece, and slim-fitting knit shirts.

Isham said he anticipates strong distribution nationally. A concentration of Olympic-inspired merchandise will also be front and center at the new 5,000-square-foot Polo Sport store set to open next April in Atlanta's Lenox Square.

Hilfiger's summer '96 collection includes both activewear and casual sportswear inspired by the upcoming competition in Atlanta. It will be shipped to all in-store Hilfiger shops by May.

Hilfiger said the International Games collection, part of Tommy Hilfiger Athletics, comprised about a quarter of his seasonal booking, which would translate into sales volume in the tens of millions.

"There are people who want upscale apparel," he said in an interview. "We wanted to make a collection that would be desirable for people who love the spirit of the Olympics."

He said his Athletics collection was designed "for the playing field and the audience." Overall, "all the logoed items sold better than anything else," he said.

Frann Vettor, senior director of retail licensing for Atlanta Centennial Olympic Properties, said unauthorized use of official Olympic terms and images will be stridently enforced. Authentic Olympic Games Collection apparel will carry holographic hangtags to indicate the real article.

Yet she acknowledged that the impact of the event goes beyond its scope of official products. "We feel we have set a trend for holiday, spring and summer."

Setting the tone for sportswear-driven, event-related merchandise, Olympic Properties granted a designer men's wear license to Perry Ellis, which took a more upscale, yet affordable, approach.

"A lot of the Olympic merchandise is very loud and graphic and bold," said Jerry Kwiatkowski, vice-president of design and merchandising at Perry Ellis Menswear. "They really wanted for us to try a sportswear-inspired line with the graphics very simple, more sophisticated.

"(Consumers) are looking to have that little hint [of the Olympics] and not be so graphically oriented."

For example, Kwiatkowski showed off a hunter-green hooded terry sweater with a small Olympic logo embroidered on one cuff. "We felt it would be more wearable and seasonless," he said.

Retailers surveyed by DNR said they anticipate strong demand for Olympic-inspired merchandise in designer shops.

For example, Mike Catania, divisional merchandise manager of men's sportswear for Dayton's, Hudson's and Marshall Field's said Hilfiger's International Games grouping comprised about 30 to 40 percent of his summer booking in that collection alone.

"We just feel there's a lifestyle trend for athletic-inspired and sport kind of clothing," he said. "We're also seeing strength with big, bold graphics."

Kevin Morrissey, executive vice-president and GMM at Macy's East, said he expects strong demand for all sport-related and U.S.A.-themed apparel.

"People become very patriotic at that time and it will have an effect on the apparel that people wear and want to wear," he said.

In addition to Olympic-themed merchandise in designer sportswear areas, Macy's is rolling out Americana

and Olympic shops, each containing a broad range of branded and licensed products.

Stuart Glasser, executive vice-president of men's wear for Bloomingdale's, said the Olympics will not "dominate our floors" but likely will be reflected in designer shops.

He agreed the Olympics will help "explode" an already hot market for activewear.

Although the organizing committee imbues next summer's Olympics with added significance because it is a 100th anniversary taking place in the U.S., most observers agreed there will be a tight selling window.

Analyst Leeds said the key selling period will be three months before and "a couple of months after," stressing that demand for Olympic-related merchandise is likely to diminish rapidly. "Six months after, it'll be tough to give this stuff away."

Perry Ellis shipped its first grouping of Olympic product for holiday, but Kwiatkowski said the bulk of goods will be shipped for April-to-May delivery, when demand will be strongest.

Dayton Hudson plans to roll out Olympic shops, containing a broad range of licensed and event-related products, to 62 doors by next April, Catania said. Some locations have shops in place for holiday sales, feeding what he described as an already piqued appetite for Americana.

"We have been seeing a trend to this emerging for the past six months," he said, attributing the surge in patriotism to the forthcoming elections and the Olympics. "Hopefully there will be a halo effect after the games where we'll see a lot of strength in that kind of business."

He expects sales will be strongest in April and May, becoming promotional by June.

At Macy's, Morrissey said, "The plan would be to be out of this merchandise by the end of July."

The Atlanta Committee for the Olympic Games anticipates 2.5 million visitors and projects a cumulative television audience of 35 billion. The games get under way July 19 and close Aug. 4.

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*Limited's Structure Gets Image Overhaul BRANDWEEK formerly Adweek Marketing Week December 4, 1995*

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BRANDWEEK formerly Adweek Marketing Week

**December 4, 1995**

**SECTION:** POSITIONING; Pg. 8

**LENGTH:** 302 words

**HEADLINE:** Limited's Structure Gets Image Overhaul

**BYLINE:** By Elaine Underwood

**BODY:**

Structure, the menswear division of the Limited Inc., is in for a makeover. The chain is vying to become a suits-to-socks retailer and its newest store in Costa Mesa, Calif., is serving as the test bed.

The prototype recasts Structure with a warmer decor, a revised floorplan and a pricier, new line named the Platinum Collection. The moves come as same-store sales are down 8% at the 477-unit division. Apparel retailers continue to struggle, including Structure's sister divisions Express, Lane Bryant and the flagship Limited Stores. Shoppers, once attracted to the Limited's fashion-at-a-fair price philosophy, are finding price tags just as attractive on brand-name merchandise at department stores. Designer brands **Nautica** and Tommy Hilfiger continue to dominate menswear departments.

"Structure's product offering hasn't changed much," said Harry Ikenson, retail analyst at Rodman & Renshaw in New York. "I think it has gotten stale and there are other branded sportswear names out there doing a better job. They need a little bit of freshening."

Limited executives have been telling Wall Street that changes are underway for the division, promising just last week that analysts would hear about significant changes in the first quarter of 1996.

The Costa Mesa store, designed by Desgrippes Gobe, N.Y., breaks the store into work-related suits and separates, weekend styles and activewear. Structure's high-'80s decor of black backdrops and abundant architectural motifs has been muted. Leather trims, smoked-glass and warm wood tones take the edge off displays.

The new Platinum Collection floats a higher price point. A Platinum-label wool jacket costs around \$ 200, twice as much as Structure's usual range. This fall, the company also introduced Les Collezioni, a line of suits.

**LOAD-DATE:** December 15, 1995

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*Fad glasses are on the eyes of their beholders The Times Union (Albany, NY) December 5, 1995, Tuesday,*

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The Times Union (Albany, NY)

**December 5, 1995, Tuesday, ONE STAR EDITION**

**SECTION:** LIFE & LEISURE, Pg. C1

**LENGTH:** 786 words

**HEADLINE:** Fad glasses are on the eyes of their beholders

**BYLINE:** LISA LYTLE; Orange County Register

**BODY:**

It's hard to picture James Dean wearing them. How cool would that have been?

But times have changed, and so have eyeglasses.

Kevin Costner, Sylvester Stallone and Candace Bergen flaunt their spectacles. And they're not usually called four-eyes, nerds or geeks.

Some celebrities these days even pick up a new pair of eyeglasses to show off on their way to a special occasion, said Gai Gherardi, co-owner of the I.a. Eyeworks stores, in November's InStyle magazine.

Like other baby-boomers, they are doing to eyewear in 1995 what they did to jeans in the 1960s, according to Carol Norbeck, spokeswoman for Envision Yourself, an informational program of the Vision Council of America.

With styles considered sharp looking, they've changed the connotations of glasses from undesirable to smart, successful, and possibly even sexy. It's a sort of sublimation, trying to turn a sign of physical frailty into a symbol of chic.

Baby-boomers are fueling a power surge in designer eyewear this year. The focus is new, very cool, high-quality prescription eyeglasses: Frames can be plastic, metal, sleek, etched, pierced, ringed, carved, mottled, thick, thin, bold or muted; lenses are slimmer and more lightweight than before.

In 1995 alone, more than a dozen famous designers who didn't consider lending their names to eyeglasses in past years are behind some of the coolest frame styles.

Why are they trying to make spectacles so hip?

Boomers are aging. Many will experience presbyopia a visual condition that occurs in middle age, requiring them to read a book at arm's length or further. And they'll need glasses. But they're adamant about not looking old or goofy.

They'll pay for high quality even if it means shelling out hundreds, eyewear experts say.

"Price is not an object because it's something I'm going to be wearing on my face every day," said Yvonne Vessell, 40, of Irvine, Calif. Vessell has been wearing eyeglasses for nearsightedness or myopia for 20

years. She sports a pair of Kata eyeglasses with hand-tooled metal frames that simulate the surface of a bamboo pole.

Vessell gets a new pair every two to three years and said there's a better selection than was available five to 10 years ago. The new glasses, she said, are not a pain on the nose and definitely are more stylish.

Erin Morgan, editor of 20/20 magazine, a trade magazine in New York, maintains that boomers have converted the image of eyeglasses from a medical device to a fashion statement. They view eyeglasses as accessories and are likely to own a few pairs, she said.

Some boomers with the option of getting contact lenses are instead choosing chic glasses because contact lenses can cost more, require more time to care for and put on and do not enable wearers to express the same degree of personal style.

The baby-boom generation, meaning people born from 1946 to 1964, accounts for 40 percent of all frame sales of designer and celebrity eyewear, according to a 1994 study from the 20/20 Optical Group Data Base in New York.

The average eyewear wearer is 44.8 years old, the study showed. By 2000, this 45-and-older market will make up 60 percent of the U.S. market for optical products.

They also disdain the telltale lines in old bifocals, said Kathy Wilcox, optician at The Optometrist in Costa Mesa, Calif. More often than not, they favor progressive lenses with no such lines.

Boomers also go for the bells and whistles such as anti-reflective lens coatings and scratch resistance.

Small wonder eyewear companies are rushing to supply them with familiar fashion brands such as DKNY, that either boomers will recognize from clothing or brands that are intended to represent the quality boomers expect, Morgan said.

Terence Martin, 34, of Fullerton, Calif., purchased his third pair of eyeglasses a few weeks ago: a sleek, thin, oval-framed tortoiseshell number with wafer-thin prescription lenses by Giorgio Armani.

"I'm picky," he said, with a grin. "I tend to stick to designer names such as Armani and Calvin Klein not so much because of the names but because of the designs and the quality."

This year alone, designer names Isaac Mizrahi, Nicole Miller, **Nautica**, Kenneth Cole, Faconable, DKNY, Colours by Alexander Julian and Robert Lee Morris debuted in optical shops, Morgan said. Thirty-something designer Todd Oldham, whose clothes are embraced by the likes of Susan Sarandon, Veronica Webb and the 20-something MTV set, recently agreed to license his name for an eyewear line.

High-end specialty lines such as Oliver Peoples, I.a. Eyeworks and Kata did not originate from fashion names but are known for unique, eye-catching designs favored by boomers.

**LOAD-DATE:** December 6, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(7/1/1995\) and leq \(12/31/1995\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Jacobson's Doubles Men's Space in Sarasota Store DNR December 6, 1995*

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Business and Industry

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DNR

**December 6, 1995**

**SECTION:** Vol. 25, No. 231; Pg. 12; ISSN: 1092-5511

**RDS-ACC-NO:** 142585

**LENGTH:** 984 words

**HEADLINE:** Jacobson's Doubles Men's Space in Sarasota Store

**BYLINE:** NEAL TURNAGE

**HIGHLIGHT:**

Jacobson's flagship St Armand's Circle store in Sarasota, FL recently more than doubled the size of its men's department to 1,200-sq-ft in order to better serve the young, more fashionable man

**BODY:**

Jacobson's flagship St Armand's Circle store in Sarasota, FL recently more than doubled the size of its men's department to 1,200-sq-ft in order to better serve the young, more fashionable man. The previously 500-sq-ft space had been limited to golf- and tenniswear with some sportswear. The department did \$500,000 worth of business in 1994, but that figure is hoped to rise to at least \$750,000 in 1996. Sales for 1995 are running 3-5% ahead of year-to-date figures in 1994. The firm plans to do tie-in promotions with women's lines. New sport coat offerings are from Valentino, Hugo Boss and Wilke-Rodriguez. No special marketing campaign is being planned.

SARASOTA, Fla. -- Jacobson's is ready for the man of the future.

The company's flagship St. Armand's Circle store here recently more than doubled the size of its men's department to 1,200 square feet to better serve a man described by manager Alan Abbey as "younger and more fashionable."

With a fashion injection from vendors such a Hugo Boss, Valentino, Jhane Barnes, **Nautica**, Perry Ellis, Krizia and Wilke-Rodriguez, Jacobson's men's department is ready to go head-to-head with its competition on the Circle. Kepp's Mens Shop, Maus & Hoffman and Mettlers all flank the department store and carry high-end men's sports wear.

Additional, Saks Fifth Avenue will open its first Gulf Coast location in Florida next year at nearby Southgate Plaza, which will undoubtedly give every men's retailer a run for its money.

Abbey said that, previously, the 500-square-foot space, which had been limited to mainly golf- and tenniswear with some sportswear, had been doing \$1,000 a square foot. "We're hoping to generate another 50 percent in volume," he added.

Sources said the department did \$500,000 worth of business last year. With the addition, Jacobson's is

hoping to see that figure rise to at least \$750,000 in 1996. Abbey noted that sales for 1995 are running 3-5 percent ahead of year-to-date 1994 figures.

The men's department can be accessed from either the street or through the women's department. To better bridge the two departments, a men's fragrance counter was added. Designer fragrances such as those by Dolce & Gabbana, Cassini and Donna Karan are available, and the company plans to do tie-in promotionals with women's lines to help boost awareness of the new counter and the men's department.

Although Jacobson's is based in Jackson, Mich., all the buying for the company's nine Florida locations -- it's opening another in Boca Raton next year -- is done in Winter Park, Fla.

According to Abbey, the new strategy showcased at the Sarasota unit is designed to make the store a leader in better sportswear separates. "The merchandise mix of the company is always reflective of the community," he said. "Sarasota is changing. It's getting much younger. If we want the business, we have to address that."

Richard McCauley, men's manager, added: "We were constantly getting requests from customers wanting better sportswear and more merchandise." These requests were key to modifying the mix, which now includes tailored separates made of cotton, silk or microfiber blends are some eveningwear, along with a healthy selection of golf-and tenniswear.

Above all, Jacobson's wants to be perceived as being as fashion-conscious as the rest of the country. "We're now offering ventless, two-button sport coats," Abbey said, adding: "Before, we never would have carried something like that." He said he's also showing four-button tuxedos with no vents and banked-collar shirts underneath.

"This is designed to appeal to a younger customer with a feel for what's happening in fashion," said Abbey. "That doesn't mean that we're turning our back on some of our conservative lines, such as Austin Reed. We simply felt it was time to address the more cosmopolitan consumer here."

Abbey reported the department is not yet carrying suits "and probably won't for the time being." In other words, Jacobson's shoppers don't have a problem wearing the tux to the glut of black-tie affairs that clutter Sarasota's social calendar, but the rest of the time they want to hang a little looser.

To that end, Jacobson's is going full tilt in providing as many options as possible for the perfect blend of casual and sophisticated. New sport coat offerings from Valentino, Hugo Boss and Wilke-Rodriguez are offered in everything from smooth wool blends in solids to a deep-forest and navy houndstooth.

Complementing the jackets is a selection of Perry Ellis vests and banded-collar shirts, as well as what Abbey refers to as the current hottest seller -- microfiber earth-tone trousers by Zomelo. "The fit is roomier," he said.

Also available in the new sportswear mix are knits by Jhane Barnes, short-sleeved silk shirts by Burma Bibas and mock turtlenecks by Wilke-Rodriguez. **Nautica** is also getting more play, said McCauley, adding. "We're getting more and more of it everyday."

Still the mainstay of the department is golf-and tenniswear, which account for upwards of 50 percent of business. A wall devoted entirely to golfwear has been added featuring such vendors as Greg Norman, Pivot Rules, Bobby Jones and Ashworth Harry Logan.

"We do well with the polos and the shorts particularly," said McCauley. Ribbed-cotton sweater vests with oversize hems have been thrown into the mix, as have Greg Norman hats with a sunblock rim.


Tenniswear vendors with increased selling space are IXSPA and Fila. "The warmups, shorts and shirts sell year-round," continued McCauley, who added that **Nautica's** swimwear is also getting added space.

Jacobson's isn't planning any special marketing campaign. Instead, it's banking on strong word-of-mouth as the holiday shopping season cranks up to get the message out. "We're going to wait and see, and then examine the situation carefully in January," McCauley said.

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** DNR

**LOAD-DATE:** September 17, 2004

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*George 2nd is as much fun as debut issue of magazine Austin American-Statesman (Texas) December 12, 1995*

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**December 12, 1995**

**SECTION:** Entertainment; Pg. E10

**LENGTH:** 621 words

**HEADLINE:** George 2nd is as much fun as debut issue of magazine

**BYLINE:** Bill Steigerwald

**BODY:**

He/it is baaaack.

And George II is nearly as ad-fat, editorially rich and full of fun as the first George, which debuted in September amid one of the most successful and unavoidable public relations campaigns in history.

In case you were in a coma, the magazine George is, in the parlance of professional magazine columnists, a lively post-partisan fusion of pop culture and politics, a semi-serious, semi-silly kind of People magazine that, so far anyway, manages to be equally soft on both the liberal and conservative denizens of America's political over/underclass.

In other words, the innards of the new December/January issue of George are crammed with all kinds of crazy pop-political stuff.

It simultaneously contains editor-in-chief John Kennedy Jr.'s interview with famous Hollywood liberal Warren Beatty about big-time political activism and a profile of a bright young conservative GOP inner-Beltway pollster you've never heard of.

Lost among the Versace, Estee Lauder and Chrysler ads are articles on pro-choice abortion strategists, hot political ad agencies like Pittsburgh's Brabender/Cox, GOP secret-weapon Sonny Bono, the women of Watergate, the top 10 perks in Washington and America's obsession with gambling. (Which is why "Casino's" Robert De Niro is on the cover dressed in George Washington get-up and wig.)

The first-ever George Survey, a poll that compares the entertainment tastes of Republican, Democrats and Independents, is largely a bust. And the All-Apocalypse cable channel idea was a terrible way to waste a full page.

But it was real smart to commission bachelor Sen. Bob Kerrey, D-Neb., to review the movie "The American President."

And it was the height of nonpartisanship and fair play to give Rush Limbaugh control of the regular back-page feature "If I Were President." He does to liberal America what Madonna did to conservative America in the first issue -- outrage them to death.

Some of George's stuff -- like the mini-profiles of the innocent regular everyday humans who are stuck with famous political names like waitress Pat Buchanan or social worker Al Gore -- is plain dumb.

But some of it -- like funnyman Roy Blount Jr.'s clumsy, politically doltish encounter with House majority leader Dick Armey -- is even dumber.

In fact, the Armey article -- like a profile of one of the country's most controversial judges and potential Supreme Court nominee, libertarian Alex Kozinski -- reveals George's major weakness: It doesn't seem to want to spend much time or space addressing serious political ideas, even when it's profiling at length the people who harbor them.

But hey, if you want dull and serious, subscribe to Rupert Murdoch's Weekly Standard or the American Prospect.

In this age when more and more people are becoming increasingly displeased with the two major parties, George's pursuit of nonpartisanship and its ideologically lite approach are a smart long-term business move.

It'll take a year or two before we know if George can continue to pull in those **Nautica** ads and keep its subscribers interested.

So far, George is arguably the hottest magazine in America. Its debut issue sold out 500,000 newsstand copies in days, leaving untold thousands disappointed and becoming an instant collector's item.

This columnist, by the way, still has a single, unsoiled, mint-condition copy of the first George and is wondering what to do with it.

Should we send it to the Smithsonian? The John F. Kennedy Library and Museum? Should we sell it for ransom to one of JFK Jr.'s old girlfriends or just auction it off to the highest and most desperate bidder and give the money to charity? Let me know if you have any better ideas.

**GRAPHIC:** 'Casino's' Robert De Niro skewers America's obsession with gambling by appearing on the cover of George in full get-up and wig.

**LOAD-DATE:** December 12, 1995

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

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*Gift guide The Toronto Star December 14, 1995, Thursday, METRO EDITION*

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The Toronto Star

**December 14, 1995, Thursday, METRO EDITION**

**SECTION:** FASHION; Pg. J6

**LENGTH:** 146 words

**HEADLINE:** Gift guide

**BODY:**

- \* Storm of London collection available at Art Gallery of Ontario, Lillith's Garden on Kensington Ave., and Rag Tag on Queen St. W.
- \* Roots watches available at selected Eaton's, Roots and Sears stores and other independent retailers.
- \* Guess watches available at The Bay and Eaton's, Consumers Distributing and Guess stores.
- \* **Nautica** watches available at The Bay, Eaton's, and specialty men's clothing stores.
- \* Swatch watches available at The Bay and Eaton's and other independent jewelry stores.
- \* Marg Smith watches available at Katu on Queen St. E.
- \* ESQ collection available at Eaton's, Peoples Jewellers, Consumers Distributing and independent jewellers across Canada.
- \* Data Link watch by Timex available at watch and electronic shops.
- \* Joe Boxer watch available at The Bay and Eaton's.

See related story by David Graham on page J1

**LOAD-DATE:** May 12, 1999

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*CULTURAL CRAFTS DISCOUNT MALL; HUSBAND-AND-WIFE TEAM HOPE MALL WILL GENERATE PROFIT, PROGRESS The Virginian-Pilot (Norfolk) December 17, 1995, Sunday, Correction Appended*

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The Virginian-Pilot (Norfolk)

**December 17, 1995, Sunday, Correction Appended FINAL EDITION**

**SECTION:** BUSINESS, Pg. D1

**LENGTH:** 1209 words

**HEADLINE:** CULTURAL CRAFTS DISCOUNT MALL;  
HUSBAND-AND-WIFE TEAM HOPE MALL WILL GENERATE PROFIT, PROGRESS

**BYLINE:** DENISE WATSON, STAFF WRITER

**BODY:**

Michael and Regina Lee have opened a business they say will strengthen the black community, cut crime, give the downtrodden a way to pull themselves up, and turn a profit, too.

Their Cultural Crafts Discount Mall in Virginia Beach is a hub of about 60 businesses that sell everything from batteries to Ralph Lauren sweatshirts to Afrocentric items, the shopping center's specialty - at below-retail prices.

But the husband-and-wife team hope the mall will be much more than just another place to shop. It's partly a plain money-making venture for them. It's also a cooperative where small retailers can share expenses to keep costs and prices down. And it's a place that offers subsidies for teenagers who want to learn about business by opening stores of their own.

In short, the Lees hope, the mall will generate both profits and social progress.

"This is the way out for us in the '90s," Mike Lee said. "Affirmative action is being slowly taken away. African Americans have to build their own businesses and support themselves."

The Lees hung up their grand-opening sign Oct. 16 to coincide with the Million Man March rally in Washington. As hundreds of thousands of African-American men gathered to pledge better support of their families and communities, the Lees made a permanent statement at home.

The plans for the mall began a year ago. The couple had spent years selling black figurines at trade shows and noticed other black-owned enterprises doing the same. None of them were prospering.

"I finally said, 'To hell with a booth - let's get a store,'" Lee said. "It's an ideal concept for African Americans, coming together in unity, cooperative economics."

The Lees rented a 3,400-square-foot office space on Baker Road near Virginia Wesleyan College, dividing the area into 134 booths to rent out. Leases range from \$ 55 to \$ 90 a month. According to Michael Lee, his business has several advantages for vendors:

The businesses now have a permanent home, unlike the weekend flea markets and occasional trade shows many used to sell their wares.

Regina Lee manages the mall full-time, handling sales and tracking the merchandise when business owners can't be there.

Vendors share overhead costs - phones, electricity bills and office equipment - so that the start-up fees that often stagger new businesses are manageable. The monthly fee for the electronic credit-card machine runs \$ 83 a month, but costs just a few bucks apiece once split among several merchants.

Owners of A & C Balloon Unique, Adlina Ebron-Smith and Charles Smith, used to sell their customized balloons from their homes before they heard about the mall.

Now, they not only can better display their specialty items, but they carry hair products and women's clothes, too.

"We've been doing well here," Ebron-Smith said.

"There's more exposure, more networking. This is flexible so we can come here when we get off work or whenever. All we have to do is make sure things are stocked and they sell."

Mike Lee called the Cultural Crafts Discount Mall a win-win situation.

"We can make group buys. All of us put in \$ 100 each. That's a lot of merchandise that we can buy," he said.

"Together, we have access to almost any kind of merchandise anyone could want. If we don't have something you like, make a request at the counter and we'll find it. How can you go wrong with this?"

The mall isn't profitable yet but a local businessman who works with black-owned businesses believes it has a healthy outlook.

"It sounds like a pretty good idea," said Gerry McCants, president of Thomas-McCants Media Inc. which publishes the Hampton Roads Edition of Black Pages of America and 10 other directories along the East Coast that feature black-owned businesses.

"Whenever you can find a co-oping situation, you usually have a situation which will benefit the community."

Mike Lee is equally optimistic about his special sponsorship program. Lee is looking for vendors, churches and community groups to donate \$ 200 in merchandise and three months' rental fees to sponsor a teenager to run a business.

Teens benefit by learning the mechanics of the marketplace, such as checking inventory, ordering supplies, negotiating purchases and earning whatever profit is made. The sponsors benefit by knowing they've given a kid a job and, perhaps, a more-abundant future.

The community benefits, Lee said, because jobs are the answer to ending crime and poverty.

"Kids can come in here and see that the Starter jackets and Nike tennis shoes that they are killing each other for only cost \$ 25 wholesale," Lee said.

"It takes the sting out of that."

Amber Bowman, 15, heard about the program through Lee's daughter, Shamotta, and signed on quickly.

For the three-month contract, Bowman needed letters of recommendation from her principal and all of her teachers and needs to maintain a C-average.

While her friends work at McDonald's and Phar-Mor, Bowman will be selling designer clothes.

"I've already asked my friends what kinds of things they would like to buy - Guess, **Nautica** items, stuff like that," Bowman said recently as she began to clean her "shop" in the mall.

"I'm getting excited. I've always wanted to be a business manager when I get older. This will be my start."

Shamotta Lee also will open her own business, selling name-brand casual and dress shoes a couple of booths over from Bowman.

"I've already had a lot of my friends ask how they can get started," Shamotta said.

"They are willing to work harder to improve their grades and get involved, so I think that's good."

Mike Lee said teens visit the mall every day asking for sponsors, but he has to put them on a waiting list. So far, he's had two folks sign on as sponsors, including himself.

"There are so many possibilities. The 16-year-old kid who draws really well can get a sponsor and learn how to frame and market his work," Lee said.

"The single mom who can't work because she can't find day care can get a sponsor, work flexible hours and spend time with her family.

"You introduce them to saving money, dealing with banks, job experience. You give them some self-esteem and they see they can do it on their own."

Lee hopes the mall will be successful and produce a crop of business-minded shakers: Folks who go out and open banks to finance construction companies that will build more malls and black-owned stores.

"Blacks no longer have an excuse for not building their own businesses and taking more responsibility for our problems," Lee said.

"We complain that when we go into Korean-owned stores they don't respect us; the same for white-owned establishments. Well, come here and shop, create your own.

"And we address the white community. Everybody can use batteries, everyone is welcome here. We hope you come out and support our stores like we've supported yours."

#### **CORRECTION:**

Gerry McCants' company publishes a regional edition of Black Pages USA, not Black Pages of America. These are two separate publications. A Sunday Business story had an error.

Correction published Tuesday, December 19, 1995 on page D2 of THE VIRGINIAN-PILOT.

**GRAPHIC:** L. TODD SPENCER color photos, Amber Bowman and Shamotta Lee, above, get a work space ready at the Cultural Crafts Discount Mall in Virginia Beach, a hub of about 60 businesses. Subsidies are offered for teenagers who want to learn about business by opening stores of their own. The 3,400-square-foot mall, on Baker Road near Virginia Wesleyan College, is divided into 134 booths.

**LOAD-DATE:** December 20, 1995

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

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*Report Lanier getting Nautica clothing line; Lanier Clothes; Brief Article Daily News Record December 20, 1995*

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Copyright 1995 Capital Cities Media Inc.  
Daily News Record

**December 20, 1995**

**SECTION:** No. 241, Vol. 25; Pg. 2; ISSN: 1041-111917920608

**LENGTH:** 143 words

**HEADLINE:** Report Lanier getting **Nautica** clothing line; Lanier Clothes; Brief Article

**BYLINE:** Gellers, Stan

**BODY:**

NEW YORK -- Lanier Clothes, the division of Oxford Industries, has been named the tailored clothing licensee for **Nautica**, according to strong market reports.

Neither officials at **Nautica** Enterprises, the master licensee, nor Lanier, could be reached for confirmation.

A small early-fall **Nautica** package is expected to be released in early January by Lanier with a full-fledged line to be launched in April for fall selling. The suits will reportedly retail under \$ 300.

**Nautica** tailored clothing was formerly manufactured and marketed by the Plaid Clothing Group at somewhat higher price points and reportedly reached a volume of close to \$ 2 million. Plaid released its license earlier this year as part of its Chapter 11 reorganization.

Lanier currently has the tailored clothing license for designers Oscar de la Renta and Robert Stock. ENGLISH General; Trade

**SIC:** 2300 APPAREL AND OTHER TEXTILE PRODUCTSTI File 148

**LOAD-DATE:** February 08, 1999

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*The Washington Times December 22, 1995, Friday, Final Edition*

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**December 22, 1995, Friday, Final Edition**

**SECTION:** Part E; AUTO SHOW; WORKING VEHICLES; VANS; Pg. E39

**LENGTH:** 3190 words

**BYLINE:** Bob Storck; THE WASHINGTON TIMES

**BODY:**

Vans have had a mixed reputation - during the peace-and-love years many large vans became rolling boudoirs - one would think that Volkswagen offered flower and cannabis frond paint schemes as an option. In 1983 Chrysler combined the best features of large vans and station wagons, and turned the industry around.

Ironically, the initial fun experiences that teen-agers had with the smaller vans in the '60s may have greased the way for minivan acceptance in the '80s. People took to the minivan as if it was predestined.

Chrysler killed the station wagon. What started as a niche vehicle has completely revised the look of suburban driveways. Now sport/utility vehicles seem poised to take over the minivan market.

Front-drive minivans offer so many advantages over the traditional wagon - they are smaller externally for the same carrying capacity; they are easy to enter and load heavy objects; and they are more economical to operate.

Most are front-wheel drive, but the Ford Aerostar, GM Astro and Safari, Mazda MPV, and Toyota Previa offer alternatives for those who feel they need rear-drive for trailer towing. There is a price to pay in garage height and step in convenience on rear drivers.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey minivan. It uses a four-door configuration, and the third-row rear seats retract into the floor. Isuzu has borrowed some of their capacity, and will sell this van as the Oasis.

The Chrysler/Dodge/Plymouth minivan is currently accounting for about 45 percent of the minivans sold in the United States - especially remarkable when you consider that they now have 11 competitors from other manufacturers.

Door configurations provide one of the major areas of choice. Chrysler's left-side rear side door is bound to be copied by Ford and GM. General Motors offers a power door on their front-drive minis, and a "Dutch" door on their rear-drive versions. This has a lift gate for the rear window, and split lower doors hinged on the side for the bottom. This seems to be of most value for baggage loading. Some after-market offerings include a rear door that hinges on the bottom to serve as a ramp for motorcycles or yard vehicles.

The minivan market (all manufacturers) has grown from zero 10 years ago to more than 1.2 million units today. Some analysts expect it to peak in a few years, but some of them also predicted the market would

All side windows open, and power rear windows are available. There are elegant yet durable fabrics for the interior. Each rear seat back has trays and cup holders built in. The window area is generous, and the rear door glass opens separately from the hatch.

The special edition **Nautica** Villager, which links the fashion flair of **Nautica** sportswear with Mercury's automotive excellence, used to come only in Eclipse Blue and Glacier White exterior color combinations, set off by a subtle yellow stripe.

Now it can be ordered in a reversed color scheme, plus there are red and white and green and white variations. White alloy wheels complete the exterior decor treatment, and the interior is handled by appropriately colored leather with white inserts in the four captain's chairs.

The **Nautica** represents quite a step up from the image of mother's kid and grocery hauler. No one would be ashamed by showing up at the country or yacht club in the Villager.

In fact, the uprated towing capacity can handle most fishing and pleasure boats.

\*\*\*\*\*

NISSAN QUEST/MERCURY

VILLAGER and **NAUTICA**

Price range - \$19,940-\$30,000

Engine - 3-liter, 151-bhp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/23

Air bags - D, yes; P, no. ABS - standard.

Honda cleans out their parts bins to fill a hole in their product line. There is little new in the Odyssey, but it has the full measure of Honda competence.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey. They were late into the sport/utility market, and borrowed Rodeos from Isuzu to badge as Honda Passports. Acura will also re-badge the trooper, calling it the SLX. In order to repay the Odyssey, that will be called the Oasis when sold by that dealer.

Unlike other vans, it has four doors, more like traditional station wagons than vans.

This would make the seats difficult to remove, so the second row folds down and the third-row rear seats retract into the floor. While this makes the overall height of the hauling area lower than other vans with the seats out, it should be enough for most families. The bucket seat second row can be easily removed if that configuration is purchased.

As usual, Honda makes the folding and removing mechanism simple and effortless. With the low step-in height, it is simple to load, whether the problem is a TV console or a tight skirt.

The interior is full of comfort amenities, and power sunroof, remote locking and alloy wheels are optional. While the slightly smaller garages, they also bring some interior corners closer to knees and elbows.

The Odyssey offers leadership in brakes and suspension, but only offers a four-cylinder engine. Ironically, they introduced a V-6 option on the Accord, so it probably will show up in the Odyssey if sales disappoint.

Most minivans gained their acceptance by their good road manners, but the Odyssey outdoes all but the Windstar in this department. There are many four-door sedans that wallow more. There are all-wheel ABS disk brakes, which reflects Honda's love for technology.

Honda curiously stuck with the balance shaft four-cylinder engine. It is smooth, but louder than competing V-6s. It has been re-tuned to offer more torque and power, but since the Odyssey weighs more than 500 pounds more than the Accord, it will be bound to disappoint.

part of the reason is the tariff situation and yen-to-dollar ratio that kept the Odyssey above the \$20,000 threshold. Mazda and Toyota have suffered from that handicap, and it gives the domestics a decided advantage.

One of the biggest advantages Honda had was starting with a clean slate, without having to unlearn habits from old work vans. It is obvious that this is a people oriented van.

\*\*\*\*\* HONDA ODYSSEY/ISUZU OASIS

Price range - \$23,915-28,000

Engine - 2.2 liter, 140-hp 14


Front Engine/Front Drive

MPG (city/hwy) - 20/24

Air bags - D, P standard.

ABS - standard

**LOAD-DATE:** December 23, 1995

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*A domestic Denmark; Town of Solvang is California's own Copenhagen Pittsburgh Post-Gazette  
(Pennsylvania) December 24, 1995, Sunday,*

Copyright 1996 P.G. Publishing Co.  
Pittsburgh Post-Gazette (Pennsylvania)

**December 24, 1995, Sunday, FIVE STAR EDITION**

**SECTION:** TRAVEL, Pg. H3

**LENGTH:** 958 words

**HEADLINE:** A domestic Denmark;  
Town of Solvang is California's own Copenhagen

**BYLINE:** Carol Bidwell, Los Angeles Daily News

**DATELINE:** SOLVANG, Calif.

**BODY:**

Velkommen and God Jul" -- Welcome and Happy Christmas -- is the greeting you're likely to hear this time of year along the streets of this self-proclaimed "Danish Capital of America."

A merry place any time of the year, Solvang -- a town of 5,000 residents about 35 miles north of Santa Barbara that welcomes more than 1.5 million visitors annually -- fairly glows with good cheer as the yule season approaches.

Walk down Copenhagen Drive and you can smell aebleskiver -- tennis-ball-shaped Danish pancakes, served with seedless raspberry jam -- frying in the cast-iron pans with their half-moon-shaped depressions. Turn onto Alisal Road and the fragrance of spicy frikadeller -- Danish meatballs -- and rod kaal -- red cabbage -- waft out of one restaurant after another.

Head down Mission Drive and the aroma of pastries mixes with the scent of coffee, candles, old books and wool as you peek into various shops. Turn into Jule Hus, the town's year-round Christmas shop, and a blitz of lights, glass ornaments, fat Santas and mischievous nissen -- Danish Christmas elves -- greet you. In Solvang Park, workmen are hanging strings of tiny fairy lights in the trees while wreaths begin to ring hand-carved shop signs.

It's Christmas in Solvang.

"The Danes love Christmas," said Gerda Manetti, a clerk at Rasmussen's emporium in the heart of town. "They celebrate Christmas Eve, Christmas Day, the first, second and third day after Christmas. We like to have a good time."

Solvang's year-round Christmas spirit kicks into high gear Thanksgiving weekend with a parade and Santa's arrival. And nowadays, along with the voices of carolers comes the ring of cash registers, because the tiny town has become home to five factory discount centers.

The Old Mill Shops on Mission Drive include the Dansk outlet, featuring china, crystal and cookware; DenMarket Square on Mission Drive has Arrow and Oneida shops; Santa Barbara Ceramic Design on Copenhagen Drive features ceramics; and the Pfaltzgraff Building on Mission Drive sells Pfaltzgraff china

and cookware while, next door, a combined Hanes-Playtex-Bali-L'eggs shop has hosiery, lingerie and sleep wear.

The newest of the malls -- Solvang Designer Outlets on Alisal Road -- opened this year, featuring outlets for **Nautica**, Donna Karan, Nine West, Ellen Tracy, Brooks Brothers, Van Heusen, Bass and more. The focal point of the new outlet mall is a fanciful carousel. While parents shop, kids can whirl around astride a reindeer, a horse or a lion.

While shoppers flock to the factory outlet stores, they also stroll the streets of the village, peeking into little stores that sell Danish products, from wooden shoes to ironwork to handmade sweaters.

Tired, hungry shoppers can take a rest at one of several bakeries or restaurants that serve authentic Danish meals and pastries. (The bakeries are traditionally the last stop for many visitors, who load up on fresh-baked breads and rolls for the trip home.)

Food also takes on some of the qualities of performance art in Solvang. Visitors can watch chocolates and waffle ice cream cones being made, and fudge boiled up, then cooled on marble slabs. At the Solvang Restaurant on Copenhagen Drive, visitors can watch the aebleskiver being made to order in a pan that makes 50 at a time. (Smaller pans can be purchased -- along with a recipe -- in many Solvang shops at prices ranging from \$ 9.99 to \$ 22.99.)

"The aebleskiver bake about seven minutes," explained Connie, the cook, peering out from the restaurant's walk-up window. "I turn them four times, a quarter turn each time. The uncooked batter flows underneath and cooks." The turning is done with a knitting needle, and the light-as-air cakes are served with a shower of powdered sugar and a wash of raspberry jam.

The town that some see as a shopping mecca and others as a place of holiday cheer was founded as something very different: a farming community. A Danish Lutheran Church convention in Michigan in June 1910 decided to buy land somewhere on the West Coast for a Danish colony that would keep to the old country's folk ways.

The church settled on 9,000 acres in Santa Barbara County, choosing it for its good climate, fertile soil and plentiful water. The new town site was named Solvang, which means "sunny field."

The first pioneers arrived in spring 1911; the first church was founded a year later in the building that now houses the Bit o' Denmark restaurant. It shared space with Atterdag (the word means "There shall be another day"), a folk school that taught both academics and Danish ways. Atterdag College opened a few blocks away in 1914.

The future Danish king, Frederik IX, and his future queen, Ingrid, visited in 1939, giving the community worldwide recognition as an unofficial Danish province. Several visits by Danish royalty have cemented its place in Danish life.

A Danish student I met at the community's museum said most Danes know about Solvang.

"I had to come here to see what it was like," he said. "It's just like home."

No visit to Solvang is complete without a visit to Mission Santa Ines, which is at the end of a pepper-tree-lined entryway off Mission Drive. Built between 1804 and 1807 by American Indian craftsmen, then rebuilt after it was severely damaged by the 1812 earthquake, Santa Ines is one of the few mission chapels that has been in continuous use since 1817.

The church has the original five-foot-thick adobe walls, worn floor tiles, priceless European artworks and primitive native paintings. Wooden benches provide seating for daily worship services, and peacefulness reigns in the silence.

If you go ...

Solvang Conference & Visitors Bureau: (800) 468-6765.

**GRAPHIC:** PHOTO, PHOTO: The Windmill in Solvang attracts crowds to its nearby shops.

**LOAD-DATE:** January 5, 1996

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

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*Sneak speak; The average teen-ager buys a new pair every two months. The 12-to-24 year-old set spends \$ 4 billion a year on them. So when kids talk sneakers, big business listens. Fashion The Boston Globe December 26, 1995, Tuesday, City Edition*

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The Boston Globe

**December 26, 1995, Tuesday, City Edition**

**SECTION:** LIVING; Pg. 55

**LENGTH:** 1956 words

**HEADLINE:** Sneak speak;

The average teen-ager buys a new pair every two months. The 12-to-24 year-old set spends \$ 4 billion a year on them. So when kids talk sneakers, big business listens.  
Fashion

**BYLINE:** By Pamela Reynolds, Globe Staff

**BODY:**

Tiffany Manning, 16, says she only buys boys' basketball shoes because girls' basketball shoes make her feet look too big. Marcel Paret, 17, won't buy shoes that cost more than \$ 100. Charles Stanley, 17, admits that he has bought two pairs of athletic shoes in one month, but that he avoids white ones, because he hates the little rivulets of dirt that collect in the creases of the worn leather.

When it comes to athletic shoes, kids have opinions. Which is part of the reason why Henry Jackson, one of several trend-spotting consultants at Converse, has called these six Cambridge Rindge and Latin students together in the first place.

On a cold Monday afternoon, he wants to get their thoughts on hot shoes. So here he is, sitting in a Cambridge coffee shop, asking lots of questions: What do you think of color on a shoe? What do you think of high-tech gadgets like Converse's React juice or Nike's air bubbles? Who's making the best basketball shoe right now?

He's also brought along a gym bag filled with Converse prototypes that he offers up to the kids for inspection.

Out of his bag, he plucks a skate shoe currently in development back at Converse's North Reading offices.

"That's ugly," responds Roxanne Williams, 17.

He pulls out a cross-training shoe.

"There's no support, you can't do anything in them," says Paret.

He brings out a simple little leisure shoe meant strictly for casual wear.

"I wouldn't even chill in those," says Williams.

You could call it street R & D. As athletic shoe companies compete furiously to develop hyper-trendy styles

with funk appeal, they are increasingly turning to street-corner dialogues with teen-agers, the age group that buys the highest percentage of athletic shoes each year.

What they're looking for is a little guidance from the experts, kids who spend most of their days wearing basketball shoes, running shoes, skate shoes, even high-heeled sneakers. They want suggestions on styling. They want to know how well the shoes are wearing. And they're looking for trends that may have just surfaced among fashion-conscious city kids but that are likely to inch one day into the homes and hearts of 45-year-old middle Americans.

"We like them to express themselves in one way or another about what they feel about our shoes and other people's shoes," says Jackson of his street-corner meetings. "We just throw things back and forth. . . . We talk to them on their own territory, where they feel comfortable."

Converse's presence on the streets reflects the growing competitiveness in the athletic-shoe industry. Between August 1994 and August 1995, consumers spent almost \$ 12 billion on athletic shoes. About \$ 2.1 billion was spent on basketball shoes, \$ 1.4 billion on cross-training shoes, and another \$ 1.3 billion on tennis and running shoes. The largest percentage of those consumers - about 33 percent - were 12- to 24-year-olds. They run out to buy a new pair six to eight times a year, according to Converse's own marketing research.

Converse is still a little guy, comparatively speaking. The company's net sales in 1994 were only \$ 437 million in contrast to Nike's reported revenues last year of \$ 3.8 billion. Indeed, this year, the company reported sliding sales and recently announced the layoff of 98 employees. Its biggest contribution to the world of shoes was made long ago, back in 1917, with the classic high-top lace-up called the Chuck Taylor.

Converse is looking to capture more of the market and the attention and loyalties of kids who have grown up in a sophisticated visual world, watching fancy MTV graphics and playing colorful video games.

"In the past, Converse may not have been as radical as other companies, but kids have come to expect different things," says Roy Yun, director of design at Converse.

And so Jackson, a part-time consultant at Converse, is always on the prowl for those stylish little surprises that might one day translate into big sales. In search of style, he's visited kids in Cambridge, Paris, Munich, Tokyo, even Beijing.

"We see what activities they're doing, where they're going for entertainment, what their sports regimens are," says Jackson.

This is the way kids wear shoes: They're usually black because black is practical. The laces are untied because that's cool. The tongues of the shoes stick straight up in the air, like a dog's ear pricked at attention.

In kids' minds, shoes have social designations. Like the nerds, the jocks, the geeks and party girls in the schoolyard, shoes tend to fall into broad social categories that mark exactly who you are and what you're doing. Kids even talk about shoes that "Harvard Square people" would wear. (They're skateboarding shoes with a retro hippie quality, and the term is not a compliment.)

But even with all the social distinctions that shoes bring, nine out of 10 kids, even Harvard Square types, seem to be wearing Nikes. Kids have a love affair with Nikes.

In the Cambridge coffee shop, this quickly becomes apparent.

"If you had your druthers and you could pick shoes at any particular price, what would you want to spend?" asks Jackson.

Between \$ 60 and \$ 80 for a pair of sneakers, say the kids, unless you're talking about a pair of Nikes.

"Like these," says Charles Stanley, pointing to another prototype shoe that Jackson has brought along. "If they said Converse on them and they were \$ 105 I wouldn't pay it. But if they said Nike on them," he trails off, "I don't know . . ."

"It's the name," offers Williams.

No, it's more than the name, says Stanley. "I honestly think it's a better shoe. . . . put together better."

Here lies one of Converse's top problems: Image. Converse, with its classic Jack Purcell and Chuck Taylor sneakers, has in recent years seemed, well . . . kind of nerdy.

Of course, Jackson and the others at the Converse offices know this. In an effort to funk up their image, they've issued shoe after shoe boasting something extra.

They developed React juice to compete with Nike's air bubbles. The juice, a yellow gel in the sole of the shoe, is supposed to provide even more cushioning for running, jumping feet. They came up with shoes called R.A.W. Energy and R.A.W. Power, with a complicated "Accupod unit" in the soles featuring a gel giving "superior cushioning to support the cutting and running movements of speed players." Those shoes had to be recalled recently when hundreds of customers called in to complain that their R.A.W. Energy shoes had sprung leaks.

They took their Jack Purcells and put purple poodle wool on them to attract mall-rats. They put heels on their high-top Chuck Taylors and made them up in black leather and white suede to appeal to the clubheads. They restyled an old running shoe in fuschia, orange and green vinyl for the cyberkids.

Last year, they tried fashioning one of their key basketball shoes after a Greco-Roman sandal. A designer came up with the idea after he saw a Renaissance painting. And this year, they've created something called The Voltage. It's a \$ 75 basketball shoe splattered with a large zigzag pattern that walks the border between stylishness and garishness.

"With the amount of competition you have out there, you want to get something that's really going to stand out," explains Nick Meriggioli, Converse's senior category manager for basketball.

Sometimes capturing attention and market share is just a matter of blind luck. About three years ago, New York designer Marc Jacobs for Perry Ellis featured Chuck Taylor high-tops in a New York fashion show dedicated to grunge. After that, sales of the sneaker boomed and the shoe became a de rigueur addition to the teen-age grunge uniform. Last year, Converse sold 10 million pairs of Chuck Taylors.

"All the fashion magazines showed these long flowered dresses with ratty sweaters and Chuck Taylors in either black or white," says Ellen Pulda, Converse public relations manager. "That was a peak."

Like any trend-spotter, Jackson is always looking to the future. Indeed, Converse is already designing shoes for 18 months to two years down the road. What he and others working for Converse see as the biggest trend of the moment is the move to simplicity.

"With the slimmer, leaner early-'60s silhouette, the low-tops are definitely going to be an item with us," he surmises. "That's part of the whole beach-early-'60s scene, that whole Elvis thing."

There's also a growing movement back to the '80s preppie look, but with a more relaxed feeling.

"Apparel drives a lot of the fashions within footwear," says Roy Yun. "The clothing that the inner-city kids are getting associated with now is Tommy Hilfiger, **Nautica**, Ralph Lauren. You look at what a typical kid is going to wear today. They're wearing khaki pants, a nice sweater and a nice jacket. Footwear is following the same route."

Kids on the street confirm that styles have become more classic. Though athletic shoes are still a status symbol meant to signal class, taste and coolness, they are becoming more quietly symbolic than they used to be, following a similar move in clothing. Kids have the Volvo mentality translated into clothes.

"They're wearing Tommy Hilfiger, Perry Ellis, all that stuff," says teen-ager Roxanne Williams. "Expensive clothes. It's kind of a preppie-but-ghetto look. It looks good."

Therefore, the future for Converse lies in simpler shoes, with fewer fancy devices, fewer colors. It's a reaction against the wild colors and high-tech looks that are peaking on the streets now. The graphic Voltage shoe may be the last of its kind.

"We use pure intuition about what's going to look fresh," says Jackson. "If people are wearing baggy clothes now, they're going to get tired of that within a two- to three-year period and they're going to want to have a slimmer silhouette."

Another change will involve who influences shoe designs, according to Jackson. Though teen-agers may rule the world of sneakers today, demographics suggest that their reign may end one day soon. Baby boomers and seniors may drive the styles in coming years.

"We know that our shoes can't address just 12- to 17-year-old kids," says Jackson. "We have to have shoes for ages 35 to 65 as a main part of our collection because that's going to be the biggest number of consumers out there between now and 2000 . . . which is my age range and that's nice. I can talk to the shoe and say, would I wear that?"

Already, Jackson visualizes special shoes for treadmills, StairMasters and Nordictrack machines, since he's just bought one himself.

And that means that his work on playgrounds, basketball courts and street corners may soon come to an end - good-bye, Cambridge Rindge and Latin. One day, he may hold his focus groups at retirement centers.

Sneak preview: a style is born

A quick look at how a basketball shoe is born:

- 1) Converse's marketing department develops a mandate for a basketball shoe with visibility. "It has to stand out on the court - hopefully, it has to stand out on TV," says Nick Meriggioli, senior category manager for basketball. The project is dubbed Maximum Detonation.
- 2) The marketing brief is handed over to Converse's Design Department. Roy Yun, director of design, takes his staff on a brainstorming retreat to Waterville Valley, N.H. After three days, the team comes up with the idea of a shoe with criss-crossing straps. That idea is later refined into eks, and they're able to give us feedback on the performance of the shoe, the fit of the shoe and styling features," says Scott Betty of Converse's biomechanics department.
- 5) Having passed the tests, shoes are shipped out to stores and college teams that wear Converse shoes on contract.

**GRAPHIC:** PHOTO, 1. GLOBE STAFF PHOTO/BILL GREENE / The new Voltage basketball shoe from Converse, above. At left: Converse's Henry Jackson asks Cambridge students Roxanne Williams and Donnie Joseph for feedback on new designs. 2. The plans: A Converse shoe designer sketches an outsole. 3. GLOBE STAFF PHOTOS/BILL GREENE / Brainstorming: Converse executives discuss basketball shoes at a product development meeting. From left: Nick Meriggioli, Roy Yun, Scott Betty and John Baier. 4. Testing: A Converse worker checks the cushion of a Voltage sneaker.

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*FOR SHARP SHOPPERS, DAY AFTER IS A PARTY; POOR RETAIL SEASON A BARGAIN FOR BUYERS Chicago Tribune December 27, 1995 Wednesday, NORTH SPORTS FINAL EDITION*

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Chicago Tribune

**December 27, 1995 Wednesday, NORTH SPORTS FINAL EDITION**

**SECTION:** NEWS; Pg. 1; ZONE: N

**LENGTH:** 1054 words

**HEADLINE:** FOR SHARP SHOPPERS, DAY AFTER IS A PARTY;  
POOR RETAIL SEASON A BARGAIN FOR BUYERS

**BYLINE:** By Genevieve Buck, Tribune Staff Writer. Tribune staff writers Jeffrey Bils, Lou Carlozo and Ray Quintanilla contributed to this report.

**BODY:**

"This is my Christmas for myself," said Jan Harris, clutching two large shopping bags and admitting she had just indulged in two hours of buying things for herself. And she fully intended to continue this "be good to me" mission at yet another store at Oakbrook Center.

At Schaumburg's Woodfield Mall, a delighted Amanda Ferguson carried a dress she had purchased at 65 percent off the \$125 price tag.

The two women typified the tens of thousands of bargain-hungry shoppers Tuesday who hit the suburban malls, the gigantic superstores, State Street and Michigan Avenue in pursuit of day-after-Christmas sales.

What once was a day to buy next year's Christmas cards and trimmings turned into a free-for-all for those who waited for giveaway prices to buy for themselves and others.

What used to be a time to clear store shelves of leftovers this year is turning into a week of frenzied markdowns and extended store hours.

Frustrated retailers, who have seen weeks of disappointing sales (in a year of disappointing sales), are scrambling to get rid of the cold-weather clothing, furniture, computers and anything else they failed to sell before the holidays. The markdowns are as much as 70 percent.

If that means low profit margins, so be it. They have to move the merchandise.

And shoppers--at least those who waited until after Christmas--are reaping the rewards. "Sometimes," said Ferguson, "when you wait, it pays off."

"Last year, we felt like we didn't have to watch our pennies quite so much," said Norma Reader of Westchester, shopping with teenage daughters Kim and Heather in Oak Brook. "The sales brought us here."

"These big-ticket items are worth the wait," said Maria Santiago, referring to the \$20 she had just saved on the \$125 Sony boombox with CD and tape decks from the Woodfield Sears store.

The wait meant her son got his requested gift after Christmas. But, she explained, "you always get the best



deals" then. "Hey, I'm not going to argue," she said.

By Tuesday afternoon, Sears, Roebuck and Co. seemed to be the only major national retailer talking about "solid sales" in December "that continued strong up through Christmas Eve."

"Last week was the best retail week in the history of Sears," said executive senior vice president John Costello, "and while the sales increase (for the month of December) may not approach the 8 percent increase of '94," there will be a satisfactory increase, he said.

Many national chains were reluctant to disclose holiday sales because of the proximity to the official release of December monthly sales Jan. 4.

But it was no secret that for most retailers, Christmas sales figures failed to meet expectations. While a surge of weekend crowds made shopping hectic, particularly on Saturday, the sales volume did not make up for the previous three weeks, when sales were soft and shoppers sparse.

Three days do not a season make, but they could very well break retailers teetering on the brink of bankruptcy. Pre-Christmas markdowns and this week's additional price slashing will deeply cut into any hopes for profits.

In fact, Christmas sales for 1995 are likely to be the worst since 1991, a particularly bad year, according to Paul Kasriel, chief domestic economist for Northern Trust Co. in Chicago.

"On a year-over-year-basis, retail sales (excluding autos and building materials) were up only 0.4 percent in December 1991," he said. Interestingly enough, he added, retail sales were up 2.8 percent in December 1990, when the economy was in a recession. In December 1994, sales were up 6.5 percent.

But after-Christmas consumers weren't concerned about retail figures; they were shopping for reasons of their own.

With a non-stop schedule, working six or seven days a week, Ed Foster of Waukegan did not begin his Christmas shopping until Tuesday. His first stop was the Best Buy store in RiverTree Court in Vernon Hills, where he hoped to find short lines, low prices and home-entertainment gadgets for his daughter.

The prices were OK, but the 45-minute wait was not. "I do all my appliance shopping here," he said, "and I've never seen lines this long."

Woodfield shoppers echoed those sentiments, saying they were shocked by the markdowns, some between 30 and 70 percent, and the crowds.

While most shoppers were thrift-driven--some even put off gift-giving because they were strapped for funds--Woodfield shopper Jan Harris increased her gift largess because a recent promotion at United Airlines brought with it a higher salary.

Wal-Mart Stores spokesman Keith Morris said indications Tuesday were that the company, the nation's largest retailer, achieved the 2 to 4 percent sales increase the discounter had anticipated.

What did shoppers buy? Toys (Barbie and her accessories, merchandise from the movie "Toy Story," Batman videos and radio-controlled cars) and electronics (heavy on upgraded software and accessories for computer owners).

Dayton Hudson Corp.'s Susan Eich said that while the final weekend was strong and sales were above expectations in all three of the company's divisions (Target, Mervyns and department stores, including Marshall Field's), "that surge was not enough to make up for the first three weeks in December."

Field's Robert Quashie echoed that assessment for Field's 25 stores. Crowds and a sales pickup Tuesday

and Saturday prior to Christmas nearly set a record, but Field's will come in below monthly sales expectations.

Better clothing, women's large and petite sizes and men's casual clothing were the best categories, while furniture, electronics and kids' clothing were the duds.

Carson Pirie Scott & Co.'s Ed Carroll said "newness sold, but there wasn't enough of it."

Customers, he said, ate up the more exclusive merchandise, like Olympics-themed sportswear, take-care-of yourself items like skin-care products, water purification equipment, kitchen tools for healthy cooking, and better-priced apparel brands like Polo, Tommy Hilfiger and **Nautica**.

"There are too many places they can go for basic sweaters," Carroll said.

Some of those "too many places" are expected to disappear during coming months. Analysts are saying that one reason for poor retail sales is that there are just too many places to shop.

But for consumers, of course, that's not necessarily bad news.

**GRAPHIC:** PHOTOS 3PHOTOS (color): Amy Lee (above) waits in line at a store at Randhurst mall in Mt. Prospect Tuesday to buy half-priced Christmas cards. Shoppers tote their purchases (right) through a packed parking lot at Oakbrook Center. Tribune photos by Jose More, Tribune photo by Nancy Stone.

**LOAD-DATE:** December 27, 1995

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*Shopping the Trends: Fashion: Another look at 1995, a year that threw the kitchen sink at the trend watchers. The Baltimore Sun December 28, 1995, Thursday,*

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The Baltimore Sun

**December 28, 1995, Thursday, FINAL EDITION**

**SECTION:** FEATURES, Pg. 1E

**LENGTH:** 547 words

**HEADLINE:** Shopping the Trends: Fashion: Another look at 1995, a year that threw the kitchen sink at the trend watchers.

**BYLINE:** Vida Roberts, SUN FASHION EDITOR

**BODY:**

It was a year of contradictions and confusion for the fashion-minded as designers and retailers opened a grab bag of trends, hoping to recharge a lagging interest in shopping and dressing.

What to wear? Fashionables touted the return of "Conservative Chic," polished dressing patterned after legendary clotheshorses like Jackie O. and Grace Kelly. Male fashion took inspiration from "Forrest Gump," a film that launched "Geek Chic."

When to wear it? IBM demoted the suit and put the corporate stamp of approval on "Casual Friday." As others followed suit, Thursday nights became a nightmare of unscrambling dress codes.

Who's the leader? Boomers, having found truth and virtue in earth-friendly cottons and linens, were shaken to see Generation X-ers embrace industrial synthetics as fashionable alternatives. Teens dressed in laundry hamper fashion were turned on to "Clueless," a film that put Beverly Hills princess dressing back in favor.

What's next? Who knows? That's what makes fashion the fun game it is.

IN: Color, in every shade imaginable

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OUT: Tight pants that hold on with stirrups

IN: Sabrina as a role model

OUT: Madonna as a role model

IN: Dressing up for dinner

OUT: Over-dressing for work

IN: Redheads

OUT: Blondes with black roots

IN: Blue-frosted eye shadow

OUT: White-frosted brunettes

IN: Bangs that are feathered

OUT: Bobs that look dated

IN: Pumps that can walk

OUT: Limousine stiletto heels

IN: Building a wardrobe

OUT: Shopping for clothes

IN: The Italian fashion houses -- Prada, Gucci, Versace, Fendi, Armani

OUT: The Parisian claim to fashion supremacy

IN: RuPaul as spokesmodel

OUT: Kathy Lee as spokesmodel

IN: Isaac Mizrahi as himself

OUT: Cindy Crawford as an actress

IN: Fur that looks faux

OUT: Faux that looks real

IN: Hush Puppies and variety store sneakers

OUT: Doc Martens and boots with aggressive tendencies

IN: Urban hipsters in prep-inspired designer wear from Boss, Polo, **Nautica** and Tommy

OUT: Raiders chic

IN: Baseball hats worn forward

OUT: Baseball hats worn backward

IN: Shoulder bags slung on the shoulder

OUT: Backpacks slung on the shoulder

IN: Unisex shared fragrances

OUT: Unisex dressing

IN: Classic and muted tone-on-tone ties

OUT: Conversational loony-toony ties

IN: Decorating your boudoir by letting Ralph Lauren, Calvin Klein or Gianni Versace coordinate your paint, pillows, sheets and duvet covers

OUT: Faking it with a glue gun the Martha Stewart way

IN: Meat and potatoes as a rare treat

OUT: Treating sun-dried tomatoes like a precious commodity

IN: A microwave meal built from leftovers

OUT: A microwave meal from the carry-out

IN: A perfect martini

OUT: A questionable microbrew

IN: Cabbage as the coleslaw

OUT: Cabbage as the centerpiece

IN: Luxury sedans garaged in the country

OUT: Utility four-wheelers garaged in the city

IN: Well-behaved pooches

OUT: Jack Russell terriers

IN: Friendship

OUT: Networking

**GRAPHIC:** COLOR PHOTO 1, ASSOCIATED PRESS, IN: Cigars in a clubby atmosphere. Pinstripes by Jean-Paul Gaultier.; COLOR PHOTO 2, ANDRE LAMBERTSON : SUN STAFF, OUT: Cigarettes in any setting (especially dressed like Madonna in Eric Maeyama).; COLOR PHOTO 3, ANDRE LAMBERTSON : SUN STAFF, IN: Good taste and simplicity, if they come naturally. Why ask DKNY?; COLOR PHOTO 4, ANDRE LAMBERTSON : SUN STAFF, OUT: Bad taste and attitude, but only if they are planned. Blame it on Kokin.

**LOAD-DATE:** December 29, 1995



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

---

NAUTICA APPAREL, INC.,

Opposer,

Mark: GET NAUTI

v.

Serial No. 78610037

MARTANNA LLC,

Filed: April 15, 2005

Applicant.

---

**OPPOSER'S ELEVENTH NOTICE OF RELIANCE  
PURSUANT TO 37 CFR §2.122(e)**

Please take notice that Opposer, Nautica Apparel, Inc., pursuant to 37 CFR §2.122(e) is hereby noticing its reliance on various excerpts from printed publications downloaded and printed from Nexis. The excerpts are comprised of representative examples of English language third party articles from the year 1996 that reference Opposer and/or Opposer's goods and/or services.

Each of the excerpts are relevant to the renown and fame of Opposer's trademarks and of Opposer and its services and products, use by Opposer of the mark and name NAUTICA, the goods and services marketed and sold by Opposer, the channels of trade through which Opposer's goods and services are and have been, offered and sold, and the similarity of the parties' respective marks, goods and services, and the legal similarity in channels of trade.

The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

Dated: December 3, 2008

Respectfully submitted,

By: /Neil B. Friedman  
Stephen L. Baker  
Neil B. Friedman  
BAKER & RANNELLS PA  
575 Route 28, Suite 102  
Raritan, NJ 08869  
(908) 722-5640  
Attorneys for Opposer,  
Nautica Apparel, Inc.

CERTIFICATE OF MAILING

I hereby certify that on December 3, 2008 a true and complete copy of the foregoing OPPOSER'S ELEVENTH NOTICE OF RELIANCE was deposited with the United States Postal Service with sufficient postage as First-class mail in an envelope addressed to:

Trademark Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1451  
Alexandria, VA 22313-1451

/Neil B. Friedman/  
Neil B. Friedman

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing OPPOSER'S ELEVENTH NOTICE OF RELIANCE was forwarded by first class postage pre-paid mail by depositing the same with the U.S. Postal Service on this 3rd day of December, 2008 to the attorneys for the Applicant at the following address:

Howard G. Slavitt, Esq.



Shannon H. Bates, Esq.  
Saul Ewing LLP  
2600 Virginia Avenue, NW  
Suite 1000 – The Watergate  
Washington, D.C. 20037

/Neil B. Friedman/  
Neil B. Friedman

NAUTICA APPAREL, INC.

Jan - June 1996

Third Party Articles

Date	Publication	Page	Headline
1/4/1996	Orlando Sentinel	Living; pg. E3	Fashion is a fun game
1/5/1996	AsianWeek	Vol. 17; no.19;pg.14	Ones to watch: 50 APAs who'll make a difference in 1996
1/10/1996	The San Francisco Chronicle	Business; Pg. C 1	Struggling Esprit Names new boss
1/10/1996	Daily News Record	Vol.26;No.7;Pg.2; ISSN: 0162-2161	Jordan Marsh name to disappear and will be replaced by Macy's Jordan Marsh department store
1/17/1996	San Jose Mercury News	Business; Pg. 5 C	Virtual mail beckons
1/25/1996	St. Louis Post Dispatch	Style West; Pg. 5	Nautica line blurs function, fashion
1/31/1996	A. Magazine	Pg. 70	The A. Index: The Asian American Stockwatch
2/6/1996	The Atlanta Journal and Constitution	Features; Pg. 02 C	Peach Buzz
2/11/1996	The New York Times	Sect.6;Pg.56;Col.1; Magazine Desk	Odd Man Out
2/16/1996	Detroit Free Press	WWL; Pg. 1F	Dear Diary: 5 Days of Fashion Shows
2/16/1996	CBS News Transcripts	Interview; 855 words	Esquire Magazine's Fashion Director
2/18/1996	Sun Sentinel	Lifestyle; Pg. 3 E	Fall takes shape
2/26/1996	The New Republic	Pg. 10	Denim Downsize
3/1996	Esquire	Vol.125;No.3;pg.131; ISSN: 0194	Prep Urban
3/4/1996	Craigslist's New York Business	News; Pg. 3	Can new Nautica line be lifesaver for Chaus?
3/14/1996	San Antonio Express News	Pg. 1; Part F	Trendy Teens
3/17/1996	Sunday Times	Sport	Young, gifted and Laser guides
3/21/1996	Tulsa World	News; Pg. D 1	Just a Brother
3/21/1996	The Philadelphia Inquirer	Features Magazine; Lifestyle; Pg. C 01	Which way is up?
3/22/1996	The Virginian Pilot	Daily Break, Pg. E 9; Groovy Sapien	In his determination to excel, he knows no limits
3/24/1996	The New York Times	Sect.6; Part 2; Pg. 26; Col.1; Men's Fashions of the New York Times	The Gentlemen and the Jock
3/24/1996	Milwaukee Journal Sentinel	Lifestyle; Pg. 5	Influence of the club
3/28/1996	The Denver Post	Business; pg. D 01	Stein Mart returns to metro area
3/29/1996	Daily News Record	Vol.26; No. 62; pg. 2; ISSN: 0162-2161	Early spring accessories biz beginning to bloom at retail

NAUTICA APPAREL, INC.

Jan – June 1996

Third Party Articles

Date	Publication	Page	Headline
3/31/1996	Buffalo News	Lifestyles; Pg. 3 E	Current
4/7/1996	Richmond Times Dispatch	Flair; Pg. G 4	Banded collar best in casual setting
4/11/1996	Knoxville News Sentinel	Business; Pg. C 8	Briefs
4/19/1996	Daily News Record	No. 76; Vol. 26; Pg. 3; ISSN:0162-216118212270	July Launch set for first off price outlet mall TV show
5/1/1996	The Tampa Tribune	Baylife; Pg. 2	Marketing more Jackie O
5/2/1996	St. Louis Post Dispatch	Style West; Pg. 13	Competition: Nautica targets gym rats
5/6/1996	Brandweek	Merchandising; Pg. 16	Timberland eyes bolder retail shop
5/10/1996	South China Morning Post	Lai See; Pg. 12	Foot in mouth disease right on the mark
5/16/1996	DNR	Pg.5; ISSN: 1092-5511	It's full steam ahead for Nautica's course
5/20/1996	Business	People; No. 3476;pg.66	Under the gun at Dayton Hudson
5/26/1996	Sun Sentinel	Lifestyle; Pg. 3E	White Fright: Get over it Guys
5/27/1996	Brandweek	Brand Builders; Tie ins; pg.20	Merging Synergies
6/1996	Childrens Business	Vol.11;No.6;pg. 18; ISSN: 0884-2280	Nautica Apparel, Inc.
6/5/1996	The Dallas Morning news	Fashion Dallas; Reel Style; pg. 5 E	Ads help Vuitton chic reach a flash point
6/6/1996	The Record	Lifestyle; Pg. H 03	Crossing over
6/9/1996	Buffalo News	Lifestyle; Pg. 3 E	Current
6/14/1996	The Daily Telegraph	86 words	Youth Squadron
6/15/1996	Tampa Tribune	Baylife; Pg. 2	Lighter fragrances popular with active men
6/17/1996	Seattle Post Intelligencer	Lifestyle; Pg. D 2	Men on the move to 'Ivy Tech'
6/21/1996	Evening News-Harrisburg, PA	Pg. B 5	Bon-Ton aggressively plans return to black ink.
6/24/1996	Palm Beach Post	Accent; Pg. 3 D	New Twists added to old trunks
6/27/1996	The Baltimore Sun	Features; Pg. 5 E; Candid Closet	Surgeon's fashionable at work and play
6/29/1996	Times Picayune (New Orleans, LA)	Money; Pg. C 1	Donna Karan stock soars
6/29/1996	The New York Times	Sect.1; Pg. 35; col.5; Business/Financial Desk	Shares of Donna Karan soar in the first day of Trading

## NAUTICA APPAREL, INC.

July-Sept 1996

Third Party Articles

Date	Publication	Page	Headline
6/1/1996	Fairchild Publications	Vol. 52; No. 30; Pg. 11; ISSN: 0162-914X	Genesco sets sights on casuals, retailing casual shoes, store expansion
6/4/1996	The Baltimore Sun Company	Pg. 1E	Stars and Stripes from head to toe; Fashion: Be a sport.
6/15/1996	Press News Limited	Lifestyles	BC-SECTIONS-FASHION-Menswear; See CP Photos CPT162-163; Menswear that's in the swim
6/18/1996	The Providence Journal Company	Sports, Pg. 6D	Cuthberts boost Brits to victory
6/19/1996	The Denver Post	Living; Pg. E-01	Going for the GOLD
6/25/1996	Denver Publishing Company	Spotlight on Style; Ed. F; Pg. 6D	Big names tap 'bridge' market
6/25/1996	Capital-Gazette Communications, Inc.	Sports; Pg. D6	Sailing Notes
6/26/1996	Landmark Communications, Inc.	Daily Break; Pg. E14	Stylish teen-agers want to look good, stay cool
6/29/1996	Newsday (New York)	Part II; Page B03	A Rainbow Revolution
6/30/1996	CanWest Interactive	Fashion; Pg B6	Men get into swim of things
8/1996	Capital Cities Media, Inc.; Children's Business	Vol. 11; No. 8; Pg. 44; ISSN: 0884-2280	The retailer speaks; Interview with Karl's Clothiers, Inc.
8/7/1996	Times Publishing Company	Neighborhood Times; Pg. 11	Merchants at The Pier hope to lure shoppers with sales
8/7/1996	The Oregonian	Living; Pg. E07	Men's fashion trend is fit to be tried if you're drawn to lines that are lean
8/16/1996	Time, Inc. Entertainment Weekly	News & Notes/Style; Pg. 18	The latest in cruise wear
8/18/1996	The Atlanta Constitution	Dixie Living; Pg. 08M	Dixie Style; Blasts from the past
8/20/1996	The New York Times Co	Section B; Pg. 7; Column 1; Style Desk; Fashion Page	Patterns
8/23/1996	Information Access Company, a Thompson Corporation Company; Capital Cities Media, Inc.	Pg. 4, ISSN: 0149-5380	Nautica Women to Set Sail
8/25/1996	The Philadelphia Inquirer	Features Lifestyle; Pg G01	The garb that makes the grade
8/29/1996	Softline Information, Inc.; Ethnic NewsWatch; The Sun Reporter	Vol. 52; No. 34; Pg. 1	Macy's Brings Fashion, Compassion to Fort Mason
9/1996	Responsive Database Services, Inc.; Fairchild Publications, Inc.	Vo. 19; Pg. 12; ISSN: 0884-2280	Nautica Apparel Inc.

## NAUTICA APPAREL, INC.

July-Sept 1996

Third Party Articles

9/2/1996	Responsive Database Services, Inc.; Fairchild Publications, Inc	Vol. 70, No. 36; Pg. 1; ISSN: 1082-0310	Nautica Adding Home
9/8/1996	Boston Herald, Inc.	News; Pg. 008	Hub teens tell how they'd dress for success
9/9/1996	Fairchild Publications; Footwear News	Vol. 51; No. 40; Pg. 2; ISSN: 0162-914X	Late summer puts sizzle in b-t-s retail volume
9/12/1996	The chronicle publishing co.; The San Francisco Chronicle	Daily Datebook; Pg. E7	Magic Johnson – Passport's Big-Ticket Draw
9/15/1996	Chicago Sun-Times	Show; Fall Preview '96; Pg. 13; NC	Sporting Life
9/16/1996	Albuquerque Journal (New Mexico)	Business Outlook, Pg. 17	A New Look
9/18/1996	South Bend Tribune (Indiana)	Punch, Pg. D1	School Uniform Designs Get High Marks
9/22/1996	The New York Times	Section 6; Part 2; Page 26; Column 1	Modern Times
9/23/1996	Forbes	Forbes FYI; Pg. 150	Boat Mets Girl
9/26/1996	Newsday (New York)	Style File; Page B17	Jean Therapy/Designers Renew Their Interest in Denim
9/26/1996	The Atlanta Journal and Constitution	Extra; Pg. 01E	Around Town; Nursing grads have a 50-year reunion
9/30/1996	Information Access Company; Capital Cities Media, Inc.	Vol. 172; No. 62; Pg. 10; ISSN: 0149-5380	Nautica period net jumps. Nautica Enterprises reports financial results for second quarter
9/30/1996	Information Access Company; Capital Cities Media, Inc.	Vo. 26; No. 187; Pg. 2; ISSN: 0162-2161	Nautica profits jump 43%; beat Wall St. estimates

Oct - Dec 1996

## NAUTICA APPAREL, INC.

## Third Party Articles

Date	Publication	Page	Headline
10/3/1996	Orlando Sentinel (Florida)	Living; Pg. E 4	Hilfiger, Nautica expand into women's weekend wear
10/7/1996	HFN	Pg. 35; ISSN: 1082-0310	Designers line up to go after Home
10/10/1996	Los Angeles Times	Life & Style; Part E; Pg. 2; View Desk	Photo: no sweat
10/10/1996	Asian Week	Vol.18; No.7; pg. 9	Captain of Fashion
10/11/1996	The Denver Post	Living; Pg. E 01	Time on your hands
10/15/1996	The Vancouver Sun (British Columbia)	Style; Pg. C 3	Richmond Bay sports look for changing times
10/17/1996	St. Louis Post Dispatch (Missouri)	Style West; Pg. 12	Ah, Chu: Bless you David
10/20/1996	The New York Times	Sect.1; pg. 42; Col.1; Style Desk	Out of the Sandbox and into Fashion, all by age 7
11/2/1996	South China Morning Post (Hong Kong)	Style; pg. 6	The sporting life
11/4/1996	Forbes	The Forbes 200 best small companies; Ranking the Best small companies in America; pg. 288	Ranking the Best small companies in America
10/3/1996	Orlando Sentinel (Florida)	Living; Pg. E 4	Hilfiger, Nautica expand into women's weekend wear
10/7/1996	HFN	Pg. 35; ISSN: 1082-0310	Designers line up to go after Home
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10/17/1996	St. Louis Post Dispatch (Missouri)	Style West; Pg. 12	Ah, Chu: Bless you David
10/20/1996	The New York Times	Sect.1; pg. 42; Col.1; Style Desk	Out of the Sandbox and into Fashion, all by age 7
11/2/1996	South China Morning Post (Hong Kong)	Style; pg. 6	The sporting life
11/4/1996	Forbes	The Forbes 200 best small companies; Ranking the Best small companies in America; pg. 288	Ranking the Best small companies in America
10/3/1996	Orlando Sentinel (Florida)	Living; Pg. E 4	Hilfiger, Nautica expand into women's weekend wear
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Oct - Dec 1996

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## Third Party Articles

Date	Publication	Page	Headline
11/9/1996	Hartford Courant (Connecticut)	Business; pg. F 1	Luetgens tries on some top designers
11/17/1996	The New York Times	Sect. 13; Pg. 23; Col. 1; The City Weekly Desk	Neighborhood report: shopping around
11/20/1996	The Oregonian (Portland, Oregon)	Living; Pg. E 05	It's time to learn more about today's watchesliving smart
11/23/1996	The Dallas Morning News	News; Pg. 37 A	Brothers who sold counterfeits sentenced
11/24/1996	Daily News (New York)	Gossip; Pg. 14	Trump staking out a beachhead in Dominican Republic
11/28/06	The Washington Post	Financial; Pg. E 01	Clothes make a comeback
10/27/1996	Rocky Mountain News (Denver, CO)	Spotlight; Ed. F; pg. 12D	The secret of turtle necks
11/28/1996	The Commercial Appeal (Memphis)	News, pg. 18 A	Thousands of fake designer goods inspected
12/6/1996	Orange County Register (California)	Metro; Pg. B 02	15 O.C. men will sulted for night of modeling
12/16/1996	Crain's New York Business	News; pg. 1	At Nautica, lots to Chu on
12/17/1996	Detroit Free Press	Biz; pg. 1 E	So far, so good, merchants say
12/17/1996	Daily News (New York)	Gossip; Pg. 26	Hot Copy
12/18/1996	DNR	Vol. 26, No. 239; pg. 4; ISSN: 1092-5511	Nautica Europe putting the pieces together
12/19/1996	The Miami Herald	Neighbors MB; Pg. 28	New Business
12/20/1996	The Washington Times	Part E; Auto Show; Working Vehicles; Vans; pg. E 23	Chevrolet Astro/GMC safari
12/22/1996	The Boston Globe	Focus; Pg. D 1	Christmas and conscience
12/27/1996	Chicago Tribune	Business; Pg. 1; Zone: N	Snow slows start of big sales show

Source: [News & Business](#) > [Combined Sources](#) > News, Alt (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*FASHION IS A FUN GAME - ENJOY IT Orlando Sentinel (Florida) January 4, 1996 Thursday, METRO*

Copyright 1996 Sentinel Communications Co.  
Orlando Sentinel (Florida)

January 4, 1996 Thursday, METRO

**SECTION:** LIVING; Pg. E3

**LENGTH:** 430 words

**HEADLINE:** FASHION IS A FUN GAME - ENJOY IT

**BYLINE:** Baltimore Sun

**BODY:**

Last year was one of contradictions and confusion for the fashion-minded as designers and retailers opened a grab bag of trends, hoping to recharge a lagging interest in shopping and dressing.

Fashionables touted the return of "Conservative Chic," polished dressing patterned after legendary clotheshorses like Jackie O. and Grace Kelly. Meanwhile, male fashion took inspiration from Forrest Gump, a film about a likable nerd in vintage Sears style that launched the high-water pants and polyester tailoring of "Geek Chic." These divergent trends resulted in some odd pairings.

Baby boomers, having found truth and virtue in natural and Earth-friendly cottons and linens, were shaken to see Generation X-ers beginning to embrace polyester, rubber and industrial synthetics as exciting and fashionable alternatives. Teens, who had shunned glitz and dressed in laundry hamper fashion, were turned on to Clueless, a fun little film that put Beverly Hills princess dressing back in favor.

What's next? Who knows? That's what makes fashion the fun game it is. But here are some thoughts on what's in and what's out for 1996:

IN: Color, in every shade imaginable

OUT: Black, but only for a minute

IN: Short skirts and long skirts

OUT: The indecisive knee-length

IN: Mixing patterns, stripes and florals

OUT: Mixing shades of beige

IN: Polished and pressed chinos and khakis

OUT: Distressed denim

IN: Lean pants that ride the hip

OUT: Tight pants that hold on with stirrups



IN: Sabrina as a role model

OUT: Madonna as a role model

IN: Dressing up for dinner

OUT: Overdressing for work

IN: Redheads

OUT: Blondes with black roots

IN: Blue-frosted eye shadow

OUT: White-frosted brunettes

IN: Bangs that are feathered

OUT: Bobs that look dated

IN: Pumps that can walk

OUT: Limousine stiletto heels

IN: Building a wardrobe

OUT: Shopping for clothes

IN: The Italian fashion houses - Prada, Gucci, Versace, Fendi, Armani

OUT: The Parisian claim to fashion supremacy

IN: RuPaul as spokesmodel

OUT: Kathie Lee as spokesmodel

IN: Fur that looks faux

OUT: Faux that looks real

IN: Hush Puppies and variety-store sneakers

OUT: Doc Martens and boots with aggressive tendencies

IN: Urban hipsters in prep-inspired designer wear from Boss, Polo, **Nautica** and Tommy

OUT: Raiders chic

IN: Baseball hats worn forward

OUT: Baseball hats worn backward

IN: Shoulder bags slung on the shoulder

OUT: Backpacks slung on the shoulder

IN: Classic and muted tone-on-tone ties

OUT: Conversational loony-toony ties

IN: Unisex shared fragrances

OUT: Unisex dressing

**GRAPHIC: PHOTO:** Short skirts and long ones replace those of indecisive knee lengths. ELLEN TRACY COMPANY

PHOTO: Feel free to mix patterns and stripes in 1996. It isn't a fashion no-no now. FASHION ASSOCIATION/PENDLETON

PHOTO: It's a different world these days. Dressing for dinner is in, and overdressing for work is out. DONNA RICCO

**COLUMN:** Personal style

**LOAD-DATE:** January 4, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Ones to Watch: 50 APAs who'll be making a difference in 1996 AsianWeek January 5, 1996*

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Ethnic NewsWatch

AsianWeek

**January 5, 1996**

**SECTION:** Vol. 17; No. 19; Pg. 14

**SLI-ACC-NO:** 0396AWLS 022 000008

**LENGTH:** 1902 words

**HEADLINE:** Ones to Watch: 50 APAs who'll be making a difference in 1996

**BODY:**

Ones to Watch: 50 APAs who'll be making a difference in 1996.

Jeff Adachi

Arts Promoter

As chairman of the Asian American Arts Foundation and one of the chief organizers of the first Golden Ring Awards (Asian America's own Academy Awards) last Oct. 7, Jeff Adachi, 36, played host to a glittering assortment of entertainment notables and community leaders. The star-studded event in San Francisco honored 12 individuals who have made significant contributions to the arts, from author Maxine Hong Kingston to Hong Kong action hero Chow Yun-Fat. The purpose of the event, says Adachi, a San Francisco public defender, was to support, recognize, and acknowledge Asian Pacific American arts and artists. He plans to make the Golden Ring Awards an annual event, thereby increasing the presence of Asian American artists in American culture at large.

Ching-chih Chen

Information Specialist

For the past 35 years, Chen, has been instrumental in introducing electronic information resources to public and school librarians. Now, as the 58-year-old award-winning multimedia information specialist assumes the presidency of the prestigious American Library Association, she vows to bring us all into the 21st century.

Ming Chin

Judge on the Rise

Currently a judge on the California Court of Appeals, Ming Chin, 53, was appointed by Gov. Wilson as President Justice of the First District Court of Appeal, Division Three, in San Francisco in 1994. Prior to his appointment he served as a judge on the Alameda County Superior Court. Chin was elected Outstanding Judge of the Year in 1989 by the Southern Alameda County Bar Association. He was awarded the State Attorney General Asian Pacific Heritage Award in 1992. Before his appointment to the bench, Chin was a partner in an Oakland law firm, where he specialized in business and commercial litigation. Justice Chin's name is on several short lists as one of the next appointees to the State Supreme Court.

David Chu

CEO and President, **Nautica** International

David Chu first began to think about fashion when he took a summer drawing class at New York City's Fashion Institute of Technology. With six designs for men's outerwear, Chu opened his business in 1983. Today, **Nautica** is a 260 million company. While men's sportswear is still the collection's signature component, **Nautica** has expanded into tailored clothing, hosiery, hats, shoes, luggage, watches, eye-wear, furnishings, fragrances, and boys' wear. This year Chu launches his **Nautica** competition line to coincide with the upcoming Olympic games in Atlanta. He will be honored by FIT on Feb. 21 at an Alumni Star Salute at the United Nations. **Nautica's** home furnishings and women's wear line debuts this fall.

Lisa Chung

Journalists Association Head

Lisa Chung is the executive director of the 14-year-old Asian American Journalists Association, a national nonprofit educational organization with 1,700 members. As executive director Chung has worked on diversity issues with major industry associations such as the American Society of Newspaper Editors, the Radio and Television News Directors Association, and the Newspaper Association of America. Previously Chung worked as a reporter for the San Francisco Chronicle for 10 years. She is a cofounder of the San Francisco chapter of the Asian American Journalists Association. In April Chung leaves her post as AAJA executive director. Her next step is worth keeping an eye on.

Mary Chung

Women's Advocate

Concerned with the lack of comprehensive and proactive research, and with the fact that APA women's health issues were being ignored, Mary Chung, 28, founded the National Asian Women's Health Organization two years ago. Chung, a long-time activist for women's issues, has focused NAWHO's efforts on traditionally underrepresented and underserved low-income Asian communities. Last November NAWHO held the first-ever national APA women's health conference, bringing together politicians, health professionals, activists, and people in the community. The group, ranging in age from high school girls to elderly women, discussed and examined controversial issues such as domestic violence, reproductive health, and breast cancer. This year promises to be as productive for NAWHO and Chung. As an advocate and

educator, she will continue to be a champion of APA women's health issues. This year she plans to organize another conference that will deal with culturally taboo topics. And with the issue of managed care in the national spotlight, expect Chung to be at the forefront of the debate.

Henry Der

APA Activist

Henry Der has been the executive director of San Francisco-based Chinese for Affirmative Action and a nationally known civil-rights leader for more than 20 years. He has also served on more than 31 governmental and educational committees, commissions, task forces, and nonprofits. Because of his extensive experience with school policies, the California superintendent of public instruction nominated Der for the position of Deputy Superintendent of External Affairs late last year. Based on his qualifications and an extensive interview process, the Board of Education confirmed his appointment. It rescinded the action the following day when a representative from Gov. Pete Wilson's office presented the board with a two-page memo of comments Der made to newspapers regarding affirmative action, Prop. 187, "English-only" legislation, and Gov. Wilson. The board scheduled another meeting, but the superintendent, taking the rescindment as a negative sign, cancelled it. She is negotiating the possibility of hiring Der without the board's blessing. The new year may or not mean a new job for the 48-year-old activist. Either way, he's going to make news.

Matt Fong

Politician

California state treasurer Matt Fong is one of the highest elected Asian American officials in the state. His responsibilities include setting statewide policy and managing a variety of tax programs, such as sales, gasoline, hazardous waste, and alcohol taxes. Previously, Fong was an attorney in private practice. The fourth-generation Californian of Chinese descent graduated from the United States Air Force Academy in Colorado Springs with a bachelor of science degree in 1975 and served five years in the Air Force. He was awarded the USAG Meritorious Service Medal for exceptional management performance. Fong is a staunch advocate of lowering taxes on manufacturing and lessening the bureaucratic hold of governmental regulation in California in order to let businesses prosper. In 1988 he served as cochairman of the 1988 Bush/Quayle presidential campaign in California, and as a member of the executive board of the California Republican Party. In the coming Republican presidential campaigns, Fong will likely play a major role.

Robert Fung

Community Leader

San Francisco attorney and San Francisco State University Asian American Studies professor Robert Fung was just elected president of the San Francisco-based Chinese Historical Society. With his outspoken liberal views and ideas, Fung promises to shake up the 32-year-old society, whose members have always been divided in their visions of the society's mission. Fung, 43, wants to shift the group's focus from simply celebrating Chinese history to

honoring and examining the Chinese American experience. The Group is in the process of raising funds for a new museum on the west side of San Francisco's Chinatown. When it is completed, the project promises to be one of the premiere facilities for the display of Chinese American historical artifacts, and a clearinghouse for academics and children to learn about Chinese America. As president, Fung will shape the look, feel, and message of the new center.

Philip Kan Gotanda

Playwright

San Francisco-based Philip Kan Gotanda, 46, earned a reputation as a leading contemporary Asian American playwright through such plays as *Yankee Dawg You Die*, *The Wash*, and *Fish Head Soup*, which have been produced extensively throughout the country during the last decade. His movie *The Kiss* appeared at the Sundance, Berlin, and Edinburgh International Film Festivals, and won the Golden Gate Award at the San Francisco International Film Festival. He recently completed filming *Drinking Tea*, a half-hour short, and he and his business partner and civil rights lawyer Dale Minami are presently raising funds for his next project, *Otto*, a feature-length film which he will direct later this year.

Wendy Lee Gramm

First Lady Hopeful

On the campaign trail for her husband, Senator Phil Gramm (R-Texas), Wendy Lee Gramm, 50, could become the first Asian American first lady if he is successful in his quest—a long shot by most accounts. The former economist, college professor, and political appointee was appointed to head the Commodity Futures Trading Commission under the Bush administration. Shortly after, she became a board member of the Chicago Mercantile Exchange.

Sumi Haru

Labor Leader

Sumi Sevilla Haru, who is of Filipino heritage, is a producer, actor, and writer. Growing up in Arvada, Colorado, Haru studied music with a concentration in piano and flute at the University of Colorado. In 1964 Haru moved to Los Angeles to pursue an acting career. She was cast in a number of films and musical comedies. In 1967 she became involved with *East West Players*, the first Asian American theater company in the United States. In 1971 Haru came to national attention when she helped found the Screen Actors Guild's Ethnic Employment Opportunities Committee, which launched the first concerted efforts toward establishing affirmative action in the hiring of actors. Haru, 56, is now a producer for the City of Los Angeles Cultural Affairs Department. She has also been elected as the first national vice president of the Screen Actors Guild. But her most important election, she says, is to the vice presidency of the Asian Pacific American Labor Alliance, AFL-CIO by its members. As vice president she vows to make sure Asian Pacific Americans are treated fairly in the workplace.

Dennis Hayashi

## Civil Rights Crusader

Appointed by President Clinton to head the Office for Civil Rights for the Department of Health and Human Services, in the last year Dennis Hayashi has been visiting minority communities to explain the administration's policies. As director of the OCR, Hayashi is responsible for ensuring that programs and activities receiving funds from the Department of Health and Human Services comply with civil-rights laws. Hayashi, 43, got his experience as national director of the Japanese American Citizens' League, the oldest and largest Asian Pacific American civil rights organization in the United States, from 1991 to 1993. As an attorney for the Asian Law Caucus for 12 years, he was devoted to fighting for civil rights and against anti-Asian hate crimes. As cofounder of the National Network Against Anti Asian Violence and as a member of the California Commission on the Prevention of Hate Violence, Hayashi continues to be on the forefront of Asian American civil-rights issues.

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**GRAPHIC:** Photo, Philip Kan Gotanda

**JOURNAL-CODE:** AW

**LOAD-DATE:** August 17, 2001

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Struggling Esprit Names New Boss He's No. 5 in as many years The San Francisco Chronicle JANUARY 10, 1996, WEDNESDAY, FINAL EDITION*

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**JANUARY 10, 1996, WEDNESDAY, FINAL EDITION**

**SECTION:** BUSINESS; Pg. C1

**LENGTH:** 607 words

**HEADLINE:** Struggling Esprit Names New Boss  
He's No. 5 in as many years

**BYLINE:** Peter Sinton, Chronicle Senior Writer

**BODY:**

Esprit de Corp. yesterday named Jay Margolis, the former vice chairman of both Tommy Hilfiger and Liz Claiborne, as its new chief executive.

The San Francisco apparel company has been running through CEOs faster than most of its customers run through fashions. Margolis, who will move from New York to San Francisco, is Esprit's fifth boss in as many years. He replaces Macy's and Emporium veteran David Folkman, who resigned last July after after two years at the helm. Folkman, in turn, took over from Fritz Amman, the former head of Swatch watches and Charles Jourdan shoes, who reigned for a year.

For most of the 1990s, Esprit has been working to rebuild its financial strength and restore its allure to young women.

In the past three months, the insurance companies that were Esprit's main creditors sold their loans to new buyers at about a 25 percent discount. The new creditors, Oaktree Capital of Los Angeles and New York-based Cerberus Partners, paid \$ 102 million for the company's debt. They said yesterday they believe Margolis is a good choice to lead Esprit and denied reports that they have threatened to take over the company unless it quickly finds a buyer.

Esprit lost money in its fiscal year ending last June, but it is now making money, according to Margolis. He said he has been following the company since he was president of Liz Claiborne Sportswear a decade ago, when that company and Esprit were running neck and neck with revenues of about \$ 300 million a year. Since then, Claiborne has grown into a \$ 2.2 billion company while Esprit has stagnated at about \$ 1 billion, with just \$ 300 million in U.S. sales.

Margolis views Esprit as "more dormant than tarnished." He notes that "people still smile when you say the name Esprit." Its children's, accessories and shoe businesses are healthy. Its stronghold is in Asia, where Esprit operates 220 of its 300 free-standing retail stores.

Margolis, 46, was put in touch with Esprit shortly after he resigned last July from Tommy Hilfiger, the \$ 400 million young men's fashion company. Margolis said he resigned from Hilfiger last July when his partners decided not to go into women's apparel, a decision they subsequently reversed.



He said that a priority at Esprit will be to "tweak the focus" -- retaining the "young and fun San Francisco lifestyle" but tilting the casual and career clothing to 19-to- 30-year-olds, as Esprit stores do in Asia. "Esprit's traditional customers have grown up," said Margolis. "They are not 15 years old anymore."

Esprit is facing competition from Calvin Klein CK and from menswear makers Hilfiger and **Nautica**, which are moving into young women's wear.

Esprit will upgrade manufacturing, warehouse and shipping operations.

It also is looking at brand extensions. Esprit already offers a bed and bath collection and eyewear and, overseas, it sells watches. The company is exploring licensing an Esprit fragrance, intimate apparel, hosiery, swimwear, jewelry and jeans.

Margolis said that as profits increase he would like to add more free-standing Esprit stores in the United States, where there are now only 13 retail shops and 16 warehouse outlets. Its merchandise is also sold in 2,000 U.S. department and specialty stores.

Esprit has not ruled out selling itself to another company. But Margolis said it has the cash and working capital to pay down debt and move forward.

Company co-founder and owner Susie Tompkins said in a prepared statement, "I'm confident that (Margolis) will rebuild the excitement and strength in the brand and will re-establish Esprit as a leader in the industry."

**GRAPHIC:** PHOTO, New CEO Jay Margolis

**LOAD-DATE:** January 10, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*Jordan Marsh name to disappear and will be replaced by Macy's. Jordan Marsh department stores; Brief Article-Daily News Record January 10, 1996*

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Daily News Record

**January 10, 1996**

**SECTION:** Vol. 26 ; No. 7 ; Pg. 2; ISSN: 0162-2161

**LENGTH:** 518 words

**HEADLINE:** Jordan Marsh name to disappear and will be replaced by Macy's. Jordan Marsh department stores; Brief Article

**BODY:**

NEW YORK -- In yet another move to dominate the department store industry, Macy's will surge deeper into New England this spring when it replaces the 155-year-old Jordan Marsh nameplate with its own.

Jordan Marsh and Macy's are both divisions of Federated Department Stores.

Federated has been on a roll, building up the Macy's name at the expense of other venerable retail nameplates. Last spring, it renamed Abraham & Straus as Macy's, and this April it will put the Macy's name on 21 Bullock's stores and at least 46 Broadway stores on the West Coast.

The move was expected, considering Federated started merging the buying and operations of the chains in December 1994, forming Macy's East, and six months ago began including the Macy's name in Jordan Marsh advertising. The name change will complete the 16-month transition. Macy's East, with 85 stores, is Federated's largest division.

"For all intents and purposes, the Jordan Marsh stores are already Macy's," said Hal Kahn, Macy's East chairman and CEO. "The merchandising and marketing organization is all in place. The final thing left to do is change the name.

"We have been trading up the Jordan Marsh stores significantly, putting in Macy's product and spending millions in the last couple of years refurbishing," Kahn added. "We feel they now look and feel like Macy's.

"With the Macy's name, we will build a new tradition, living off the strengths of Jordan Marsh and the strengths of Macy's."

The question is whether New Englanders will take to the new tradition. The 18-unit Jordan Marsh has been New England's department store leader in home goods, while Filene's, its primary competitor, has more of a softgoods reputation. Jordan Marsh was founded by Eben Jordan and Benjamin L. Marsh in 1841.

However, Kahn said, Macy's name and its strength in product development and special events, as well as its upgraded assortments, will attract New Englanders.

"Macy's better business has grown in the 20 percent range in terms of sportswear," Kahn said, through major presentations of Macy's private labels, including Charter Club and INC., as well as Jones New York,

Liz Claiborne, Tommy Hilfiger, **Nautica** and Polo/Ralph Lauren.

Kahn said Jordan Marsh has become "more rounded."

In addition, Macy's will hold a major charity event in Boston this spring with its Thanksgiving Parade balloons and bands at a location to be announced later. When the A&S name was dropped, a similar event was held in Brooklyn to get consumers used to the idea that Macy's had replaced A&S.

Jordan Marsh has stores in Massachusetts, Maine, New Hampshire, Connecticut, Rhode Island and New York. Among the more prominent locations are downtown Boston and the city's suburbs; Portland, Maine, and Cape Cod. In addition, Macy's will take over a Jordan Marsh in Albany.

The move raises the possibility that other Federated divisions will one day take on the Macy's nameplate. Speculation has centered on The Bon Marche, based in Seattle, possibly being consolidated into the Macy's West division, based in San Francisco.

**SIC:** 5311 Department stores

**IAC-NUMBER:** IAC 17770555

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** March 19, 1996

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*VIRTUAL MALL BECKONS RETAILERS SKEPTICAL BUT ARE AFRAID OF BEING LEFT OUT San Jose Mercury News (California) JANUARY 17, 1996 Wednesday MORNING FINAL EDITION*

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San Jose Mercury News (California)

**JANUARY 17, 1996 Wednesday MORNING FINAL EDITION**

**SECTION:** BUSINESS; Pg. 5C

**LENGTH:** 322 words

**HEADLINE:** VIRTUAL MALL BECKONS RETAILERS SKEPTICAL BUT ARE AFRAID OF BEING LEFT OUT

**BYLINE:** HAL KAHN, Mercury News Staff Writer

**DATELINE:** NEW YORK

**BODY:**

A hot topic at the national retailer's annual convention is the Internet. No one is claiming to be making money by selling in cyberspace, but everyone is afraid of being left out.

Arthur C. Martinez, chairman and chief executive of Sears, Roebuck & Co. - a corporate pioneer back in the days when catalogs were cutting-edge - summed up the current wisdom: "I'm a short-term skeptic about electronic retailing," he said. "Long term, it will grow as younger people feel more comfortable."

Jane Bryant Quinn, a financial columnist, had her doubts. A self-confessed catalog addict, she said she has "no compelling reason" to use electronic shopping.

"I can't curl up in bed with my computer," she said. "I can't stuff it in my briefcase. I can't turn down its pages."

An MCI exec who is sometimes called the father of the Internet - Vinton G. Cerf - cautioned retailers that there's life beyond the Web.

"The Internet won't take over the world," he said. "It will just find niches." Its strength, Cerf said, is its "ability to pinpoint target audiences."

Some retailers are setting up Web sites, even as they may be shutting down stores. One of the newest is operated by the Internet Fashion Mall of New York. It goes beyond selling clothes. "Since we don't have a food court, we have to add value in other ways," said Ben Narasin, fashion director of the mall.

The Internet Fashion Mall posts articles from GQ, Details, Wired and free-lance writers and displays photos of garments by Donna Karan, Nick Hilton, **Nautica**, Oscar De La Renta and others. Eventually, it plans to add video so shoppers can watch runway shows.

Narasin said a question-and-answer section attracts plenty of users. Recent questions included:

How do you tie a bow tie?

Where can you buy a Gucci belt in Germany?

What brand of sunglasses are worn in ads for **Nautica** clothes?

To find the mall on the Web, go to <http://fashionmall.com>.

**LOAD-DATE:** October 23, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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*NAUTICA LINE BLURS FUNCTION, FASHION St. Louis Post-Dispatch (Missouri) January 25, 1996, Thursday,  
FIVE STAR LIFT Edition*

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St. Louis Post-Dispatch (Missouri)

January 25, 1996, Thursday, FIVE STAR LIFT Edition

**SECTION:** STYLE WEST; Pg. 5

**LENGTH:** 265 words

**HEADLINE:** NAUTICA LINE BLURS FUNCTION, FASHION

**BODY:**

THE ATHLETIC RITES of spring call for functional dressing, and **Nautica** has responded with styles that blur the lines between casual sportswear and the authentic sportsman's wardrobe.

For summer '96, **Nautica's** president and designer, David Chu, addresses the specific apparel needs of the U.S. sailing team as it gears up for the 1996 Olympic Games.

This part of the line includes functional outerwear made of waterproof Nautex, as well as shorts and cotton knit polo shirts.

The outfits, colored in navy and bold yellow with the U.S. sailing team logo, will be available this summer to spectators of the sport.

**Nautica** shows its continued interest in wet sports and other games with the launch of an activewear-inspired line called **Nautica** Competition.

This selection includes long-sleeved neoprene zip-tops with fleece lining, surf-inspired nylon shorts, boating-influenced functional outerwear and stretchy biking T-shirts and shorts.

A full range of swimwear in varying fabrics from nylons to cottons is offered in a variety of colors from neon brights to traditional red, white and blue.

For a scuba effect, some outerwear pieces and swim trunks have neoprene details, such as trunks with a contrasting neoprene waistband.

For golf enthusiasts - like Chu - the line carries classic green-grass cotton pique polo shirts and cotton twill shorts in a variety of colors, as well as a nylon wind suit to wear on the course in inclement weather.

When sporting time's over, the sportsman can rest and relax in casualwear that fits perfectly for a day by the water.

**GRAPHIC:** PHOTO; (1) Color Photo by David Turner/DNR - A neoprene zip-top with nylon swim trunks by **Nautica**, part of the company's summer line. (2) Color Photo by David Turner/DNR -For sporty casualwear, **Nautica** makes this cotton pique polo T-shirt, cotton jacket and cotton terry camp shorts.

**LOAD-DATE:** January 25, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*The A. Index: THE ASIAN AMERICAN STOCKWATCH A. Magazine January 31, 1996*

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Ethnic NewsWatch

A. Magazine

January 31, 1996

**SECTION:** Pg. 70

**ACC-NO:** 0196AMLR 117 000022

**LENGTH:** 1060 words

**HEADLINE:** The A. Index: THE ASIAN AMERICAN STOCKWATCH

**BYLINE:** Chen, Derrick

**BODY:**

The A. Index: THE ASIAN AMERICAN STOCKWATCH.

We all know how vibrant, influential, and hip Asian America is. But one nagging question that comes to mind among the business-minded: How is Asian America doing on Wall Street? After intense research, A. Magazine has put together a list of publicly traded, Asian American-led companies. Starting with this issue, we plan to keep you current with the financial health of corporate Asian America, updating the companies on our list, as well as listing new ones that pop up along the way.

SO WHAT'S AN "ASIAN AMERICAN-LED" COMPANY, ANYWAY?

The companies included in our index fall into two basic groups: companies founded and still managed by Asian Americans, and existing U.S. companies that have tapped Asian American talent for senior management. Out of the 8500 or so stocks listed on the major exchanges, we found only 31 which met our criteria. Some Asian American-founded companies, notably Wang Labs, have since been sold or restructured, and no longer have Asian American management. And the majority of Asian American-owned businesses are still privately held, perhaps a sign of reluctance on the part of successful entrepreneurs to open themselves to public scrutiny, or a shrewd desire to keep the benefits of ownership to themselves. Among them are such corporate behemoths as TLC Beatrice and memory chip-maker Kingston Technology, as well as up-and-comers like Gemstar Development, makers of the Video Plus+. With size and capital a key determinant of successful growth or failure, many of these companies are candidates to be the next IPO darling of Wall Street, and we may soon be welcoming them to our list.

Also not included are Asian companies which have shares traded on U.S. exchanges, such as China's Shanghai Petrochemical, Indonesia's Indosar, and Korea's Pohang Iron and Steel. With the globalization of economies, a dramatic increase in international investment by U.S. investors, and the high potential

returns of emerging Asian markets, this group is also sure to grow. However, they do not qualify as Asian American companies, the focus of our attention.

#### THE COMPANIES

Putting to rest the stereotype of Asian Americans working behind the scenes, many of these companies were founded by Asian American entrepreneurs who first took their engineering degrees to corporate America, only to move on later to the greener pastures of their own tech businesses -- often to beat their former employers at their own game.

The largest company in our index is corporate juggernaut Computer Associates International. Although not widely known to the public, Computer Associates leads the world in client-server software, ringing in fiscal year 1995 revenue of \$2.6 billion, and commanding a market capitalization of \$6.5 billion. The company was founded by Charles Wang in 1976 with four employees, and has since grown, through an aggressive program of corporate acquisitions, into the nation's largest software company, with over 8000 employees in 30 countries. This sizzling performance has made Wang the richest Asian American on the Forbes 400 list of wealthiest Americans.

Following Computer Associates in the technology field is a distinguished set of companies, including Komag, NexGen, Spectrum Holobyte, and SyQuest, which are some of the hottest computer, disk drive, integrated circuit, multimedia, software, and electronics manufacturers, in or out of Silicon Valley. Many of these companies are at the center of Wall Street's feeding frenzy, and have been highly recommended by equity analysts.

Now the next wave has started, with Asian Americans taking leadership positions in other industries such as textiles, consumer goods, consumer durables, pharmaceuticals, and financial products. For example, little-known Duracraft Corporation has managed to become the nation's largest maker of heaters, fans, and humidifiers. Also among these are some of the best-known names in American business, such as sportswear company Nautica, furniture-maker Ethan Allen, and sewing machine-manufacturer Singer Co.

Significantly, a handful of the companies on our lists, such as Ethan Allen, Network Peripherals, and Xscribe, were not founded by Asian Americans, but have since tapped Asian Americans to head them, breaking the Glass Ceiling in a definitive way. Also notable is the fact that Asian American women are finally making their presence known on the corporate landscape, as CEOs of three of our companies: Digital Link, Genelabs, and Network Peripherals.

#### THE RESULTS

Are Asian Americans better at making money than the rest of America? If our selection of companies is any indication, the answer is yes. An equal investment in each company at the beginning of this year would have resulted in a return of 27.8 per cent, compared to the S&P 500's total year-to-date return of 21 per cent. Luckily for investors in these companies, most of them are in the buoyant technology sector, which has rocketed up this year on an anticipated boom in consumer purchases of personal computers and the explosive growth of online services.

The individual companies on our list turned in dramatic returns, both good and bad, for the first three quarters of 1995. Of the total, 19 of our companies beat the S&P 500 with computer chip maker Cirrus Logic leading the pack, on a 306 per cent year-to-date return due to strong demand for its advanced multimedia integrated circuits. The loser of the group was last year's high-flier, Network Peripherals, with a loss of 67 per cent on disappointing sales due to delays in manufacturing and shipping of its networking products. Notable newcomer NexGen, with its Pentium and P6 chip clones, completed its IPO during the year, taking advantage of demand for tech stocks.

We look forward to covering these companies in greater detail and adding new companies to our list as more Asian Americans take on leadership roles at existing companies, and as privately-held Asian American companies complete



IPOs. In the 30-odd years since Wang Labs (see box) first went public, Asian American business leadership has made significant strides, and we expect the pace to pick up. Watch this space.

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**GRAPHIC:** Chart (3rd Quarter 1995 YTD)

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*PEACH BUZZ; Actor Amos' limp is no act* *The Atlanta Journal and Constitution* February 6, 1996, Tuesday,

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February 6, 1996, Tuesday, ALL EDITIONS

**SECTION:** FEATURES; Pg. 02C

**LENGTH:** 811 words

**HEADLINE:** PEACH BUZZ;  
Actor Amos' limp is no act

**BYLINE:** A. Scott Walton

**BODY:**

Was John Amos' (right) pronounced limp just part of his portrayal of an 86-year-old man in "Halley's Comet" on Monday night at the Fox Theatre? "No, I've got infirmities of my own these days, thank you," said the former star of TV's "Good Times." Amos, a former star running back at Colorado State whose professional football aspirations were dashed by a hamstring injury, recently had arthroscopic surgery on his "football knee." He said the lingering stiffness works perfectly for the role of "an old-timer of the rural South." Amos said the character is modeled after own father, John Amos Sr., who grew up in Richland "and gave me my comic timing," he said. And just how old is Amos the Younger? "Older than Eddie Murphy," said Amos, who's divorced with two grown children, "and younger than Robert Redford."

**HER SHIP'S COME IN:** Women who've admired the **Nautica** sportswear worn by the men in their lives can soon stop feeling envious. **Nautica's** president/CEO David Chu told a crowd of Super Show early arrivals Saturday at the Omni Hotel at CNN Center that he will roll out a collection of women's wear in better department stores starting in July. "The collection will combine fashion, functionality and give the consumer good value for her money," said Chu, who wasn't willing to describe what the blazers, dresses, slacks and skirts he's designing for women will look like. "We'll mix in the same attitude as the menswear has, but the fabrics will be a little softer," he said. Chu started his company in 1983 with six outerwear designs. Today, his company encompasses a full "lifestyle collection" that includes apparel, eyewear, fragrances, footwear and even a Mercury Villager minivan.

**VIEW TO A KILL:** Linda Davies, a British espionage novelist living in Peru, revealed the secret of her literary success during an appearance last week at Oxford Book Store's Pharr Road location: "I know plenty of spies," she said. Her literary agent, whom Davis said "knows everybody," introduced her to some agents of the other variety. "I got on quite well with them, and they would introduce me to their friends." Plus, she made life in Peru, where terrorism is an intermittent threat, sound like something from her new book, "Wilderness of Mirrors" (Doubleday, \$ 23). Recently, she said, her husband, Rupert, phoned her from his car to report he'd be home in five minutes. "Suddenly, I heard heavy gunfire," Davies said. Rupert phoned again. "I think I'm going to be a bit delayed," he said. "We've just driven into the middle of a gun battle." Luckily, Davies said, his driver is trained in "kidnapping-avoidance" driving, and they escaped, in reverse. "He got back half an hour later," Davies said. "Terrorists had barricaded themselves in a house and tried to blast their way out past Peruvian special forces." A reader asked Davies why she lived there. "To be with my husband. He's opening a bank there."

**A TALL ORDER:** In spite of subfreezing temperatures Sunday night, the Midtown nightspot Club 112 was filled nearly to capacity with thirsty patrons. If anyone had an easier time than most getting a waitress or

bartender's attention, it was former college and professional basketball great Ralph Sampson (left, he's 7 feet 4 inches tall) in town for the Super Show sporting goods convention at the Georgia World Congress Center. Sampson lives in Richmond, where he operates real estate, sports camp and sports apparel enterprises. Asked if he misses life in the NBA, Sampson smiled and shook his head in the negative. "When I walked away, that was it," he said.

**FOR PETE'S SAKE:** Spanish cineastes, take note: As part of its "100 Years of World Cinema" series, the Cultural Olympiad and the High Museum of Art are bringing Spain's best-known filmmaker, Pedro Almodovar, to town next month. He'll be here for a sneak screening of his latest film, "The Flower of My Secret," on March 3, at Lefont's Garden Hills Theatre. Almodovar's new film has been likened to "Women on the Verge of a Nervous Breakdown" - but with an emphasis on drama, not comedy. Time and ticket prices have yet to be determined, but for more information after Monday, call 404-733-4750.

#### CELEBRITY BUZZ

**THE GLOVED ONE:** The soon-to-be single King of Pop is scheduled to arrive in Rio de Janeiro, Brazil, to film a music video that has drawn protests from city officials. Spike Lee is producing the video for Michael Jackson's song, "They Don't Care About Us," which will be filmed in the city's drug-ridden slum district. City officials fear the music video will hurt tourism and the city's chances of hosting the 2004 Olympics. "His visit is just to place Rio as a city of problems, of poverty," Gov. Marcello Alencar said last week. "We are trying to recover Rio's image, and this could be devastating."

Contributing: Ed Hall, Steve Murray and news services.

**GRAPHIC:** Photo: John Amos portrays an 86-year-old man in "Halley's Comet."  
Photo: Mug shot of Ralph Sampson

**LOAD-DATE:** July 18, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

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*Odd Man Out The New York Times February 11, 1996, Sunday, Late Edition - Final*

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The New York Times

**February 11, 1996, Sunday, Late Edition - Final**

**SECTION:** Section 6; Page 56; Column 1; Magazine Desk

**LENGTH:** 15 words


**HEADLINE:** Odd Man Out

**BODY:**

With the best and the brightest coming on strong, navy pinstripes just won't cut it.

**GRAPHIC:** Photo: Wool suit, \$985, and shirt, \$175, by John Bartlett, at Bloomingdale's; tie, Georgio. Cotton-blend suit, \$1,150, by Joop! Menswear, at Nelman Marcus; shirt, \$82.50, and tie, both Polo by Ralph Lauren, at Polo/Ralph Lauren, 867 Madison Avenue. Blazer, \$195, from **Nautica**, 216 Columbus Avenue; cotton shirt, \$150, by Versus, at Saks Fifth Avenue; linen vest, \$100, from Tommy Hilfiger stores. Pinstripe suit, \$598, shirt, \$42, and tie, \$38, all from Brooks Brothers stores. Cotton-blend suit, \$1,500, by Joop! Menswear; shirt, \$79, by Boss Hugo Boss, at Macy's; tie, Ralph Lauren. Jacket, \$875, by Versus, at Saks Fifth Avenue; shirt, \$48, from **Nautica**; tie, Polo by Ralph Lauren. Rayon-blend suit, \$900, and shirt, \$148, by Moschino Cheap and Chic, at Moschino Boutique, Los Angeles; tie, Structure. Glasses, Ray Ban. Leather goods, Delfino. Tie clips, Ken Harvey Antiques, from Deco Jewels. (PHOTOGRAPH BY JEROME ALBERTINI)

**LOAD-DATE:** February 28, 1996

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*DEAR DIARY: 5 DAYS OF FASHION SHOWS Detroit Free Press February 16, 1996 Friday METRO FINAL EDITION*

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Detroit Free Press

**February 16, 1996 Friday METRO FINAL EDITION**

**SECTION:** WWL; Pg. 1F

**LENGTH:** 1433 words

**HEADLINE:** DEAR DIARY: 5 DAYS OF FASHION SHOWS

**BYLINE:** HOLLY HANSON Free Press Fashion Writer

**BODY:**

Twice a year, New York's menswear designers show off their new collections to retailers and journalists. We went along for the ride -- five days of runway shows, cocktail parties, business dinners and long waits for cabs in the arctic weather.

**Saturday**

New York tries my patience from the beginning. I'm stuck with a cabdriver who appears to believe that helping passengers with their luggage is not in his job description, so I stand in the slush hoisting my laptop, my tote bag and my suitcase into the trunk. As we set off, the dispatcher pounds on the fender and yells, "Your brakes aren't working."

This is not a good way to start the week.

**Sunday**

Designer Joe Soto kicks things off with a show scheduled for 4 p.m. in a Gramercy Park brownstone. "Scheduled" is the operative word: We take our seats at 4, and the show finally starts at 4:40.

The music tape breaks twice and the light is lousy, although there are some nicely tailored dark suits and bright polo sweaters. But are men ready to wear red pants with black houndstooth jackets? We'll see.

We wait again at Industria, a line designed by photographer Fabrizio Ferri and shown at his cavernous photo studio in the meat-packing district. The staging is unusual: Five panels line the front of the stage, and the models come out one by one to pose at each panel. The clothes are wonderful -- tweedy fabrics, beautiful tailoring, great colors. Well worth the wait.

**Monday**

Dan Feinstein of the Fashion Association trade group starts off the day with a look at how menswear trends

rise from the street and from the showroom. One such trend -- shiny, down-filled parkas worn over business suits -- is rampant now that the weather is cold. "Maybe now we're seeing more shiny silver parkas than we need to," Feinstein says drily.

His point is proved just an hour later when Kalman Rottenstein, the fashion director for Bloomingdale's stores, turns up at the Calvin Klein show in a puffy silver parka and baggy nylon running pants. Since Rottenstein could pass for the Michelin Man even without a parka, this is not an especially good look for him.

The main attraction at Calvin Klein is Larry Brown of the Dallas Cowboys, Super Bowl MVP, who sits next to cover girl Tyra Banks and actor William Baldwin. Brown wears a brown tweed suit with a high-necked vest and looks better than just about anyone on the runway.

Austyn Zung, one of the few women designing menswear, has a better touch with clothing than she does with the models' hair. Her elongated suit coats in soft camel velvet are pretty; the models' hair, dyed red in streaks and standing on end, is just bizarre.

Finally, we troop uptown to Joop, whose collections sometimes are tantalizingly tacky. Not tonight, though. He shows an endless repetition of skinny, short pants and long, semi-fitted coats. The highlight is actually the fleece neck warmers distributed at the door by General Motors, one of several companies that provide shuttle buses and other support services for the menswear shows. Warm at last.

## Tuesday

The crowds come out for Tommy Hilfiger, the clean-cut preppy who embraces the streetwise kids who make uniforms of his knit rugby shirts, windbreakers and baggy jeans.

So it isn't surprising when he devotes a good portion of his collection to trendy hip-hop outfits -- and look, there's rap star Coolio modeling a fitted black coat, black cashmere turtleneck and black jeans.

But Hilfiger wants to show he can do more, so he also fills the runway with sharp pinstripes, vintage velvets and enough ski parkas to outfit every Olympic team in the universe.

Gregory Hines and Tommy Tune watch from the front row as a remote-control video camera swings overhead, capturing every moment.

"It was flamboyant and great," Hines says afterward.

In the evening, Joseph Abboud takes a quieter, more adult approach to menswear, focusing on tweedy fabrics and elegant tailoring. The models, clean-shaven and well-groomed, look dashing and sophisticated.

At the end, Abboud strides out on the runway and waves to loyal customer Bryant Gumbel, who is taking in the show with "Today" show colleague Matt Lauer.

John Bartlett closes the day with a completely different point of view. The back of the runway features a three-panel mural of a bare-chested man leveling a come-hither gaze. The well-muscled models wear tight flat-front pants, tight sweaters and tight shirt-jackets. They pose menacingly and glare at the crowd.

As a finale, the dozen or so specimens of beefcake arrange themselves into a group pose, some standing casually, some flexing, a few reclining on the floor, propped up on one elbow. Bartlett, a small skinny guy who is dwarfed by all the pulchritude, seems thrilled.

## Wednesday

David Chu hits all the trends in his popular **Nautica** collection: tweedy suits, shots of bright color, skinny knitwear, flat-front pants. There's even a pair of red pants, shown with a dark plaid jacket. Is there a trend

brewing here?

Ruttenstein is there in the front row, dressed in yet another shiny gray parka, his third of the week. As the show ends, a TV reporter asks him for an overview of the coming trends.

"Well, the ski parka is particularly strong," he says.

In the evening, we troop 30 blocks downtown to see DKNY, Donna Karan's younger, trendier line, which she is showing in a loft building in the meat-packing district.

Karan opens with what's meant to be a razzle-dazzle display of reflective fabrics. With the room bathed in darkness, spotlights are supposed to pick up the reflective sheen of the mostly black clothes, but something's not working. The first 14 outfits are almost invisible.

But the lights come up, and from there, it's trend-o-rama time, as Karan does a commercial take on all the newest looks: colorful velvet coats, bold plaid jackets, ski parkas, bright sweaters and narrow, flat-front pants.

Now we go back uptown for a fashion happening: a cocktail party sponsored by the Ruffino wine company, saluting the top male models.

All week, the fashion pack has been asked to rate the models in several categories, and the winners are:

Best face, Mark Vanderloo; Best hair, Jason Lewis; Best walk, Kevin Louie; Best attitude, Werner Schreyer; Best physique, Tyson Beckford.

They all leap happily onto the podium, and Beckford whips off his shirt, exposing bulging muscles and numerous exotic tattoos. The crowd goes crazy.

Thursday

The home stretch. This morning, it's back downtown to the meat-packing district for the Donna Karan show. The security is so tight you'd think the president were attending. (He is a customer, after all, but no, he's not here.)

Molly Ringwald sits in the front row, next to Karan's husband, sculptor Stephan Weiss, and daughter, Gabrielle Karan. She's in her 20s and looks just like her mom. Bernadette Peters is across the way.

As the room fills, a Karan employee spots Vanity Fair fashion editor Elizabeth Saltzman, who has brought her constant companion, a little brown dog. They share a seat in the front row.

"There's that annoying woman and her dog again," the Karan employee mutters. Fortunately, the dog is well-behaved.

Karan's collection is elegant and beautiful, and once again, hits all the trends. She's in tears as she comes out for a bow, wearing a black suit and a ponytail. When she passes her husband, she whispers, "Was it OK?" He nods.

Our final destination is Ralph Lauren's offices on Madison Avenue, where he has invited a small group of journalists and retailers to lunch. Here, models pose in suits, athletic wear and casual clothes from Lauren's many lines.

Soon Lauren appears in a sleek gray pinstriped suit to talk about his current design philosophy.

"I wore my jeans for 20 years, but I got tired of them," he says. "I want to wear a suit, and I think other men do too."

What makes you say that, I ask him. Lots of men I know dress like slob.

"A lot has to do with exposure," he says. "If men don't read about it, if it's not around them, they're not going to wear it.

"You're part of the fashion industry," he says, jabbing his index finger for emphasis. "It's up to you to tell these guys."

Hmmmm. Didn't realize this was part of my job description.

On that note, it's time to leave.

This time, my taxi driver is pleasant and helpful. He's so cheerful, in fact, that he's singing along with the radio. "And I-I-I will always love you-oo-oo-oo," he warbles, several notes away from the ones Whitney Houston is hitting.

Yup, it's time to go home. Time to go home and sell some suits.

**NOTES:** Fashion

**GRAPHIC: :**

Rap star Coolio showed some cool moves when he made a guest appearance on the runway at Tommy Hilfiger's fall show in New York last week.

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**LOAD-DATE:** October 18, 2002

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*ESQUIRE MAGAZINE'S FASHION DIRECTOR, JOHN MATHER, DISCUSSES NEW LINE OF SWIMSUITS FOR MEN CBS News Transcripts February 16, 1996, Friday*

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CBS News Transcripts

**SHOW:** CBS THIS MORNING (7:00 AM ET)

**February 16, 1996, Friday**

**TYPE:** Interview

**LENGTH:** 855 words

**HEADLINE:** ESQUIRE MAGAZINE'S FASHION DIRECTOR, JOHN MATHER, DISCUSSES NEW LINE OF SWIMSUITS FOR MEN

**ANCHORS:** HARRY SMITH; PAULA ZAHN

**BODY:**

HARRY SMITH, co-host:

Meet some jockeys who make their living on the edge. Our series Flirting With Danger begins Monday on CBS THIS MORNING.

PAULA ZAHN, co-host:

And we want to wrap up our look at the latest in swimsuits with a preview of what men will be wearing this summer. The diversity in their styles has grown dramatically over the years. And here to show us what's new is Esquire magazine's fashion director John Mather. Welcome.

Mr. JOHN MATHER (Esquire Magazine Fashion Director): Hi, Paula.

ZAHN: Let's get going. Let's see what's hot besides the men this morning.

Mr. MATHER: Well, we all know hot neon colors are certainly happening in outerwear, athletic gear and now in bathing suits. This first from **Nautica** is a bright orange trunk.

ZAHN: Looks great. Very colorful.

Mr. MATHER: It's very quick-drawing, too.

ZAHN: Like that mesh pocket in the back.

Mr. MATHER: Yeah. Tommy Hilfiger--there's no stopping Tommy, and now he's into bathing suits with this surfer-style yellow trunk. These are...

ZAHN: The legs have kind of grown.

Mr. MATHER: Yeah. It's longer. It's like the surfer style. These are--these colors are for guys that want to

attract attention. And this next from Polo Sport, Ralph Lauren is also going after the athletic guy.

ZAHN: Now I'm surprised, they're all kind of oversized.

Mr. MATHER: Yeah. They're big, comfortable. The--these colors look great with a tan.

ZAHN: Yeah. And with a great body, I might add. We have a lot of heckling in our audience because we're about 80 percent female and under the age 25 back there this morning.

Mr. MATHER: Nautical styles are always important in men's bathing suits, so--and this is a classic inspired by the Olympics from Speedo.

ZAHN: That looks great. He'd fit right in in Atlanta.

Mr. MATHER: And with JC Penney, here's a pair of plaid boxers with the windbreaker. Designers are coming up with additional pieces like tank tops and jackets that if you want to go to lunch by the pool or in the lobby, they cover you up a little bit more.

ZAHN: Yeah. Absolutely.

Mr. MATHER: Designers always look--a lot of guys want to wear boxers, but they don't want to wear the old type of boxers their father wore. This from Sears--it's cut a little higher on the leg and it's a little trimmer and it's in a bolder style.

ZAHN: Oh, and lots of varieties of those this year.

Mr. MATHER: Also from Gottex--it's in a bold print. It's almost like they shrunk a big boxer and made it a little trimmer, more athletic.

ZAHN: Do you ladies like that one this morning? Yeah, yeah, yeah. Didn't need to ask that, did I?

Mr. MATHER: Designers always look to the islands for inspiration. Here from Island Trading, it's a print boxer with button-down and finished off with a s--straw hat.

ZAHN: I think he's in the islands right now.

Mr. MATHER: A lot of guys would wear a print in a b--a bathing suit they wouldn't think about in another category of their wardrobe. This from Emporio Armani.

ZAHN: Oh, I think those are nice.

Mr. MATHER: Yeah, these are great.

ZAHN: They're a little more subtle than some of the other prints. OK. Speedo. This the tighter-fitting suits now.

Mr. MATHER: Yeah. Yeah. These form-fitting styles--it's almost like the James Bond movies from the '60s. Esquire did a feature on this for the January issue. This is from Speedo and it's a plaid brief.

From Giorgio Armani, this is sort of a takeoff on a biker short. These are great bathing suits. You have to be in great shape to wear them, though.

ZAHN: Yeah. Most of us would wear those, but put like a long T-shirt over it.

Mr. MATHER: Hide out a bit.

ZAHN: Yeah.

Mr. MATHER: Also from Gottex, a yellow form-fitting trunk.

ZAHN: All right. You can see the crowd's warming up out there. The suits are getting smaller.

Mr. MATHER: OK. This is, obviously, a very high-fashion look from DKNY. It's based on a scuba diver. It's a red and black scuba top with a pair of black briefs. You also have to be in--in great shape to carry this off.

ZAHN: Yeah, these guys don't spend any time at the gym, do they? All right. Now we're back to sort of the more normal fit.

Mr. MATHER: Yes.

ZAHN: People without great bodies might be able to wear to the beach this summer.

Mr. MATHER: Yeah. Stripes are--you know, have been around in men's bathing suits since they were invented. This from **Nautica**...

ZAHN: Still nice-looking.

Mr. MATHER: ...and Dolce & Gabbana, so it's two sides of a stripe.

ZAHN: So that seems to be like the most popular kind of fit with the tighter suits, like a little longer leg.

Mr. MATHER: Yeah, a little longer. It's a little more discreet than--and Sulka, a company known for business suits and ties, is now doing bathing suits.

ZAHN: Boy, the prices are all over the map--\$ 32 up to \$ 125.

Mr. MATHER: Yeah.

ZAHN: Hey, thanks for the preview.

Mr. MATHER: Thank you.

ZAHN: We'll be looking for some of these at the beach.

Mr. MATHER: My pleasure.

ZAHN: Nine minutes before the hour. We'll be back.

**LOAD-DATE:** February 16, 1996, Friday

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*FALL TAKES SHAPE; SLIM AND TRIM LOOKS ARE COMING MEN'S WAY, WITH A LITTLE BIT OF COMFORT THROWN; IN FOR GOOD MEASURE* Sun-Sentinel (Fort Lauderdale, FL) February 18, 1996, Sunday,

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Sun-Sentinel (Fort Lauderdale, FL)

**February 18, 1996, Sunday, ALL EDITIONS**

**SECTION:** LIFESTYLE, Pg. 3E

**LENGTH:** 335 words

**HEADLINE:** FALL TAKES SHAPE;  
SLIM AND TRIM LOOKS ARE COMING MEN'S WAY, WITH A LITTLE BIT OF COMFORT THROWN;  
IN FOR GOOD MEASURE

**BYLINE:** Fashion Editor ROD STAFFORD HAGWOOD

**DATELINE:** NEW YORK

**BODY:**

It's closer than you think.

The silhouette for men this fall is trimmer and more body-conscious, according to Seventh Avenue. At the recent menswear shows here, designers Ralph Lauren, John Bartlett, Donna Karan, Calvin Klein and Richard Tyler showed slim trousers with tapered jackets in their tailored clothing lines.

"It's about shape, a narrower shape," said Lauren at his midtown showroom. "The length of the jacket is longer, the shoulder is wider. There's a leanness in the body and a narrow leg."

However, for the beer gut/slob in all of us, there was a nod to comfort. Lycra spandex was blended into most fabrics for a little stretch. Karan, who dubbed her fall collection "Stretch and Sensibility," blended stretch fabrics into her poplin shirts, cashmere crepe jackets and flannel trousers.

South Floridian Eddie Rodriguez showed black flat-front (no pleats) pants in stretch velvet and wool that owed much to the styling of jeans. His "Relax" T-shirts, drawstring pants, polo sweaters and knit bombers were cut full - a rare sight on the Manhattan runways.

Calvin Klein's military- and scouting-inspired chic had some of the best flat-front pants, in a wool/nylon blend and cotton twill, but these pants are still unforgiving.

Swinging the pendulum away from casual days, office wear included natty details such as ticket pockets, cuffed trousers, tab collars and tone-on-tone shirts and neckwear.

For casual wear, designers showed an avalanche of snow duds. Tommy Hilfiger, David Chu for **Nautica** and Karan's DKNY collection all showed ski pants, neoprene jackets with racing stripes, snow board overalls with reflective trim and puffy down-filled jackets.

These fall clothes are scheduled to hit stores mid-July. Like we said: It's closer than you think. Behind the

scenes

Rod Stafford Hagwood calls in from the men's shows in New York City. Call Source Line and enter category 2880.


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**GRAPHIC:** PHOTOS 4, Dallas Morning News photo/EVANS CAGLAGE; (color) Tailored clothing makes a comeback as seen in this "Shaped Suit" from Calvin Klein. AP photo/KATHY WILLENS; (color) Richard Edwards, along with several other designers, offers flat-fronted trousers (no pleats). Dallas Morning News photo/EVANS CAGLAGE; (color) Casual wear borrows from the sportsman with such gear as racing-striped jackets from Tommy Hilfinger. < AP photo/ANDERS KRUSBERG; (color) There's room for comfort in a single-breasted suit from JOOP!.

**LOAD-DATE:** February 18, 1996

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*DENIM DOWNSIZE The New Republic FEBRUARY 26, 1996*

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**FEBRUARY 26, 1996**

**SECTION:** Pg. 10

**LENGTH:** 1226 words

**HEADLINE:** DENIM DOWNSIZE

**BYLINE:** Jay Weiser

**HIGHLIGHT:**

The tyranny of informality.

**BODY:**

Isat at my desk the other afternoon, dressed in business casual, and wistfully fingered my most recent pay stub. Since Labor Day--and a subsequent 45 percent downsizing--we've been allowed to dress more informally to boost staff morale. And I thought as I've thought before: perhaps it's no coincidence that business casual is sweeping the country just as white-collar job security evaporates.

In the beginning, for men who were managers or professionals in big organizations, there was the suit. In *Sex and Suits*, Anne Hollander traces its origin to the 1780s, but the modern ensemble of jacket and pants in a single wool fabric, dress shirt and vertical tie dates from the era of the first great industrial bureaucracies about a century ago. In Edward Steichen's 1908 photographs, Teddy Roosevelt and William H. Taft look just like suited folk today, minor differences in lapel size and collars aside. John Molloy's classic *Dress for Success* (1975) called the suit "the central power garment--the garment that establishes our position ... in any in-person business situation," and laid out in absurd detail the appropriate fabrics, patterns and colors for suits and their associated shirts and ties. In the 1980s, acceptable professional wear for men became louder--blue shirts with white collars, bright suspenders, wild ties--but the suit remained invulnerable until the advent of casual Fridays around 1991.

By 1992, a year of lingering slow-motion Depression, a survey by Dockers manufacturer Levi Strauss showed that 26 percent of companies had a dress-down day. Now nearly three-quarters of the largest companies, including General Motors, Ford, Mobil, Chrysler, General Electric and even the conservative hold-out IBM, encourage casual dress for the office at least some of the time.

But, unfortunately, dressing down seemed to go hand-in-hand with downsizing. Since 1989, about 3 million people have been laid off from their jobs. There has been some improvement--downsizings have apparently been decreasing since 1993, and in November 1995 unemployment was a relatively low 5.6 percent--but insecurity is rampant. Forty-three percent of white-collar workers who lost their jobs in the 1991-92 recession have had to settle for lower pay, and nearly 40 percent of the major firms that downsized in 1994 boosted hours for the survivors. Lifetime employment in one company is now dead and portable skills your only shelter. In this anxious environment, business casual seems, as Deloitte & Touche Atlanta managing partner David Passman put it, "a no-cost benefit." Too bad that real-dollar wages and benefits--the kind you live on--are down 5.5 percent since 1987. But in your *Nautica* ensemble, the new business-think goes, you'll feel blissful anyway.

Of course, business casual isn't merely a scheme to turn employees trembling beneath the budget axe into smiley worker bees. For one thing, many employees like it. And besides, a whole array of social forces-- from the upstart entrepreneurship of the '80s to the influx of women into management-- helped ensure the rise of business casual. In *Dress for Success*, John Molloy had extolled the IBM uniform of dark suits and white shirts, arguing that the right look imbued companies with esprit de corps. But within a few years, IBM was rocked by innovative Silicon Valley companies, where computer geeks ran the show and dress codes were unheard of. Meanwhile, the new generation of professional women, lacking a business uniform as standard as men's, veered between dressing as frilly non-players and power-suited yuppies-from-hell. It was an unappealing choice, but male co-workers still envied women's relative freedom and fantasized about going tie-less.

Within the business world, informality has spread well beyond business casual, and its influence has sometimes been deceptive. Nowadays, for example, convention would expect middle managers in many big companies to call the CEO by his first name. But are they really any more equal than they would have been thirty years ago, when they would have addressed him as "Mr."? In fact, the new informality masks an increasingly hierarchical power structure within companies, just as Gingrichian rhetoric about the "Opportunity Society" masks increasing economic inequality. In his 1995 book, *Company Man*, Anthony Sampson calls today's modern big corporations "monarchies" compared to the committee-run firms of twenty years ago. Monarchy is reflected in salary: today's typical American CEO makes 190 times the compensation of the typical worker; twenty years ago the multiple was only 40.

And the truth is business casual isn't quite the social-leveler it appears to be. It doesn't, after all, mean dressing as you would at home, with comfort or self-expression the paramount concerns. It has its own rules, even if they aren't always explicit. That's why it can actually be harder to get right than the old uniform was. (In recognition of the challenges, the helpful Levi Strauss has issued "A Guide to Casual Businesswear," while Neiman Marcus offers a free video, and Marshall Field sells a book on the subject.)

In the emerging casual consensus, t-shirts and torn jeans are taboo; as are the hip-hop fashions of African American teenagers and the lawn-mowing outfits of the suburban gentry. Preppie, however, is in, along with natural fabrics and understated designer stuff. The idea, as a Cleveland Plain Dealer service article for women puts it, is to "dress one level above," but not to be so fancy or high-style that you're conspicuous. I got the message; on my emergency business-casual shopping spree, I acquired two Ralph Lauren Polo sweaters. (I rationalize that Ralph's fake-English clothes really are designed for my lifestyle, since we're both from New York's outer boroughs.) My new Gap khakis probably aren't too declassé, though I worry whether the cotton twill fabric is as lustrous as Tommy Hilfiger's.

Despite these subtle gradations, dress distinctions between professionals and the support staff are now blurred, except on the rare occasions when outsiders are visiting and the rules demand the old uniform. My \$25 Land's End mesh polo shirt is affordable for a much larger market than the Izod Lacoste variety, but the only easily visible difference is the alligator monogram. Looking around my office, I've noticed that virtually all the men, from the mailroom guys to the department heads, are dressed similarly.

As companies have gotten more monarchical, all their employees have become sans-culottes. The functional and symbolic reasons for distinctive dress have diminished. The newly industrialized society that gave birth to the suit has metamorphosed into a mass service economy, with a relatively small proportion of the population laboring in dirty jobs that require plain, easily washable clothes. College-educated workers--the former suit-wearing classes--are now nearly as likely to lose their jobs as blue-collar workers. The image that comes to mind is from Busby Berkeley's *Gold Diggers of 1933*--those endless ranks of jobless World War I veterans trudging through the Piranesian production number "My Forgotten Man." Nowadays, they'd wear khakis and pinpoint oxford shirts instead of uniforms and helmets. Progress--of a sort.

Jay Weiser is a lawyer living in New York.

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*Prep urban; men's 1996 spring fashion report Esquire March, 1996*

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**March, 1996**

**SECTION:** Vol. 125 ; No. 3 ; Pg. 131; ISSN: 0194-9535

**LENGTH:** 781 words

**HEADLINE:** Prep urban; men's 1996 spring fashion report

**BYLINE:** Hochswender, Woody

**BODY:**

Living in the latter days of this century, one cannot fail to notice the strange way young men dress. It is not just that they wear oversize clothes, the kinds of things--incredibly baggy trousers, rugby shirts, and parkas--that might have made Fred Astaire and Cary Grant recoil in horror. But they also layer these items with prototypically preppy styles. In the language of clothes, they are walking oxymorons. You see the heaviest rapper type in a voluminous down coat and monster pants with a Ralph Lauren mauve button-down shirt peeking through, complete with red Polo icon on the chest. Or there's the mall rat with the ultrapreppy **Nautica** or Tommy Hilfiger yellow sailing jacket over carpenter's pants at least five sizes too big.

It's a baffling look, with its blend of inner-city angst and private-school sangfroid. As the Alicia Silverstone character puts it in *Clueless*: "I don't want to be a traitor to my generation and all, but I don't get how guys dress today. I mean, c'mon. It just looks like they fall out of bed and put on some baggy pants and take that greasy hair and cover it up with a backward cap. And we're, like, expected to swoon? I don't think so."

It's the prep-urban mix that's so far-fetched and fantastic, a combination of a renunciation of the principles of classic men's dress (tailoring, fit, elegance) with a few deliberate touches of clean-cut classics. After it hit MTV and VH1 with the rappers, the look quickly migrated to the suburban mall. It's become a cross-cultural phenomenon.

"Everything's put into a blender," says Tommy Hilfiger, a designer whose business has boomed as prep-urban street fashion has flourished. "Originally, preppy kids started wearing classics in a different way, very oversize. City kids took it to another level by going giant size." Hilfiger has actually revamped his patterns to create a new size category, giant, which is considerably larger than XXL.

"It's also subliminal," Hilfiger adds. "It's bold and loud on the outside, but in the layers there's a sophisticated thought process." Call it a new kind of funky status dressing. Hilfiger, perhaps the most deft promoter of the look, has also made his logos bigger--and that has made the clothes fly out of the stores.

Tommy Hilfiger has become one of the hottest names in the fashion industry--not to mention a hot stock on Wall Street--as more than the last three years, a period of generally poor results in the fashion industry.

Of course, other companies figure in the preppy-urban equation, including **Nautica**, Timberland, and Polo



by Ralph Lauren, especially the Polo Sport line with its graphic colors and logotypes.

On a status level, logoed clothing is tied in to the idea of performance. The collections of **Nautica** by David Chu, Polo Sport, and Hilfiger have their design roots in functional apparel for rugby, sailing, climbing, board sports, and the military. As styles, they mirror the trend toward expensive, high-performance automobiles, even in ghetto areas. As Hilfiger points out: "The whole status thing has changed. If you gave a drug dealer a check for \$ 50,000 today, he'd probably buy a BMW or Mercedes. Twenty years ago, the same guy might buy a Lincoln and a six-pack." Most of the clothes combine high-performance fabrics with the cachet of a designer label

Designers, however, only provide the tools for the look. Ultimately, the style itself is a matter of interpretation. These young men are individualists--sloppy, carefree, and irreverent in their approach to dress. Within the context of an outfit that is the very antithesis of the well-turned-out gentleman, the designer labels become a cool inside joke. Which is one reason why extremely graphic logos, like Hilfiger's red-white-and-blue squares, are desirable. They are bold and declarative, in the manner of today's music.

As the rap group Mobb Deep puts it: "Tommy was my nigga / And couldn't figure / How me and Hilfiger used to move through with vigor."

Or this from Grand Puba: "Your balls hanging baggy / Hilfiger on the top / Knapsack on the back / That's just my flavor up."

Hilfiger has earned the label "hip-hop's favorite haberdasher." As one fashion executive, who insisted on anonymity, said, "That can be both a blessing and a curse." When the "wrong" people wear your clothes, the reasoning goes, the more upscale designer customers might stay away. But Hilfiger doesn't shy away from his crossover market. "I think it's very cool that I can walk down Fifth Avenue and see a messenger wearing my rugby shirt five sizes too big," he says, "and then go to Wall Street and see an investment banker wearing my pinstripes."

**GRAPHIC:** Photograph

**IAC-NUMBER:** IAC 18049352

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*CAN NEW NAUTICA LINE BE LIFESAVER FOR CHAUS?:FIRM BETTING ON WOMEN'S TOGS Crain's New York Business March 04, 1996*

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Crain's New York Business

March 04, 1996

**SECTION:** News; Pg. 3

**LENGTH:** 934 words

**HEADLINE:** CAN NEW **NAUTICA** LINE BE LIFESAVER FOR CHAUS?:FIRM BETTING ON WOMEN'S TOGS

**BYLINE:** Ylonda Gault

**BODY:**

Even in its heyday, Chaus didn't have "it." And now, in the midst of its deepest slump, the women's apparel company certainly doesn't.

But there's still hope. Someone has thrown the sinking retailer a line—in this case, the new **Nautica** line of women's clothing.

This spring, when Bernard Chaus Inc. launches its licensed version of the hip name in men's casual apparel, things should begin to look up for the beleaguered company. And even star power—the "it" element that separates hot brands from the mundane—could be close at hand. Retailers are eager to carry Chaus' new line, which **Nautica** President David Chu says will be "in spirit" with the contemporary flair of **Nautica's** men's fashions.

But while that's good news for Chaus' dowdy reputation, it may not be enough to rescue the company, which is still struggling to survive the 1991 death of its founder and diminishing market share.

"The jury is still out," says Lawrence C. Leeds, who is the managing director at Manhattan-based Buckingham Research Group. "Hopefully one day soon they will re-emerge as a successful company."

Chairwoman Josephine Chaus and Andrew Grossman, the chief executive she plucked from Jones New York in 1994, both declined to be interviewed for this article. In public statements, however, they have acknowledged that the company is in a serious restructuring phase—aggressively cutting costs and improving margins as it scrambles to reposition itself and eke out a profit.

And strides have been made. In 1995, Chaus almost halved its previous year's loss of \$46.7 million to \$27.9 million, or \$1.40 per share, on sales of \$181.6 million. Analysts project the company will post a loss of just \$6 million, or 28 cents a share, for the 1996 fiscal year, which ends in June.

Nevertheless, despite Herculean efforts to breathe new life into Chaus, its growth prospects continue to look bleak. The company's core businesses—basic, moderately priced blouses, dresses and sportswear—saw their best years in the early 1980s. Then the company's inexpensive separates, which were sold exclusively to department stores, drove sales volume up near the \$300 million mark.

In the bull market of 1986, profits of \$20 million charmed easily enraptured Wall Street and sent the price on the company's initial public offering to \$17 per share. Within a year, however, Chaus was hit with back-

to-back whammies. First, department stores began pursuing the same customer with their own private label lines. Then, Chaus took the misstep of raising prices in a vain attempt to go upscale.

#### No longer a bargain

Suddenly, Chaus products no longer looked like great bargains compared with designer brands, and were not of high enough quality to compete. Losses quickly followed, and its stock-ravaged by the stock market crash-plummeted to \$4 by the last quarter of 1987.

There was no relief. A wave of department-store bankruptcies also beat down an already battle-weary Chaus, just as Bernard Chaus-whose relationships with retailers built the company-fell ill with cancer.

Those who know her say the efforts of his widow to re-establish the company's success is a labor of love and a burning commitment to her husband's memory. At a time when many companies look at Chapter 11 filings as just another possible business maneuver, Ms. Chaus has resisted and poured more than \$20 million of her own money into the company to save it.

One of her biggest and most publicized personal outlays came two years ago when she wooed Mr. Grossman-considered one of the brightest executives in the apparel industry-with an unheard of \$6.2 million signing bonus. Insiders say that if Mr. Grossman, who engineered the turnaround of Jones several years ago, can't change the fortunes of Chaus, no one can.

Since his arrival, the company has cut operating costs to 20.6% of sales from 24.7% and improved gross margin to 22% from 17.9%. It is because of him that Chaus was able to win the **Nautica** license.

"I was very impressed with Andy's capabilities," says Mr. Chu. "Chaus' numbers are looking better, and I have no doubt they're going to do a great job."

#### Instant recognition

A lot is riding on that. Since women are responsible for the majority of men's clothing purchases, **Nautica** can enjoy instant recognition and credibility with women. Retailers are now previewing the line, which will begin shipping in spring. The collection, priced in the bridge category in an estimated range of \$40 to \$300, will be carried in department stores alongside such sportswear brands as Calvin Klein's CK and Ellen Tracy's Company.

**GRAPHIC:** At Chaus, Red Has been The "In" Color (GRAPH)

**LOAD-DATE:** March 07, 1996

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*Trendy Teens - Kids aren't clueless on fashion San Antonio Express-News (Texas) March 14, 1996, Thursday*

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San Antonio Express-News (Texas)

March 14, 1996, Thursday

**SECTION:** Pg. 1, Part F

**LENGTH:** 806 words

**HEADLINE:** Trendy Teens - Kids aren't clueless on fashion

**BYLINE:** Rose Mary Budge Express-News Fashion Editor

**BODY:** You can't fool kids about clothes. Don't even try.

Teens know what's in and what's out. They know what they like, what they want and why. Sure, designers claim to set the pace. But most styles these days really begin with a street beat and work their way up.

"Young customers - especially girls - really are the trendsetters," said Lana Walker of Stein Mart at Lincoln Heights. "They're the first to pick up on anything exciting and interesting. They're the first to get tired of something, and they're the first to try something new. For anybody in retail, it's a challenge to keep up with them and give them the merchandise they want."

San Antonio teens Megan Jackson and Ashley Jepperson are typical of today's clued-in generation. They know about all the sitcoms, movies, models and the rock stars. And when it comes to doing the mall crawl, their expertise is unsurpassed.

"I don't always buy when I go shopping because that's too expensive," said Megan, 13, who goes to Smithson Valley Middle School. "But it's fun to hang out at the mall. The kids I know go to Wet Seal and Judy's a lot. Banana Republic, Yaga, Fast Forward and The Gap are pretty popular, too. But it really doesn't matter. We like any place where you can try on neat clothes, tune in on trends and see what's happening."

So what is happening?

Everybody is into Y-necklaces like the ones on "Melrose Place." And you gotta have a certain kind of shoes.

"Big, thick soles and chunky styles are in," said Ashley, 14, who attends Cole High School. "They're really cool. I guess one of the worst fashion mistakes is to show up in a neat outfit and then wear those funny little flats with the thin soles. It just ruins the whole impression."

Shiny satin shirts or clothes with satin trim make a good impression, the teens say. So do labels like DKNY, Guess and Esprit. Baby T-shirts (tight-fitting, cropped knit tops) are important. And if you wear plaids, flowered prints and denim, everybody knows you've done your fashion homework.

Especially trendy at the moment at Ashley's and Megan's schools are bell-bottom jeans and trousers.

"The kids in my class like those things people wore back in the '60s and '70s," Megan explained. "We're all into polyester."

What about lengths?

Either short (a few inches above the knee) or long (to the ankle). No nerdy knee-lengths or tea-lengths for these girls. As for microminis, you have to be careful. Super-short skirts are off-limits in class. And you can't wear short-shorts to school even in hot weather. Other no-nos: Cut-offs, ragged jeans with holes, low-cut blouses and baseball caps. (Caps may be worn when schools have designated "hat days.")

"Some of the kids I know rebel against dress codes," Ashley said. "But most of us just save the stuff we like and can't wear to school for the weekends. I think it's important to learn to comply with rules and regulations. That's a big part of life."

Ashley also is against looking punk and weird.

"I think kids can be trendy and still look decent," she said. "I hate black lipstick, chains and spiky hair."

If she could buy one trendy thing, what would it be?

Probably a backpack - and humorous and offbeat styles are in, such as backpacks that look like stuffed animals. Or backpacks covered with funny plastic flowers. Or backpacks ornamented with license plates.

A clear plastic purse is another item in demand, our teen fashion experts said. So are extra-tiny purses, jumpers, overalls and the colors red and black in combination. But, above all, sunglasses are on everybody's "must have" list.

Whenever Megan's group goes anywhere, a lot of time is spent deciding who has the coolest sunshades. And those little round glasses that were super-sharp last year aren't the latest craze. Now, retro and the cat's-eye style are popular with girls.

As for the boys, they're still into round, Bruce Willis-type sunglasses. And baggy, oversized jeans. And Doc Martens. The guys like clothes that are plain and simple, Megan and Ashley said. For boys, trends don't change as quickly or as much.

Local retailers agree. But there still are several brands that young men seem to prefer when they shop.

"We sell lots of Tommy Hilfiger, **Nautica** and Mossimo," said Kay Block of Dillard's. "There's always a big run on that merchandise when it's time for back-to-school or spring break."

Frankly, though, it's the girls who usually devour the fashion magazines and work on their wardrobes with fervent dedication.

"Girls at my school worry a lot more about clothes than boys do," Megan said. "Sometimes we worry too much. Sure, nice clothes count, and there's no doubt that they give an important first impression about a person. But they aren't the person. Kids need to remember that."

fashions

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*Young, gifted and Laser-guides Sunday Times March 17, 1996, Sunday*

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Sunday Times

March 17, 1996, Sunday

**SECTION:** Sport

**LENGTH:** 766 words

**HEADLINE:** Young, gifted and Laser-guides

**BYLINE:** Keith Wheatley

**BODY:**

Bold beyond his years, Ben Ainslie is plotting an Olympic campaign. Keith Wheatley sizes up the young pretender.

EVERYONE who sails against Ben Ainslie comes up with the same paradox. This quiet, shy teenager, diffident in conversation, turns into a killer on the water.

"You have to be aggressive in Lasers," he explained, almost apologetically. "The racing is so tight that if you let anyone take an inch, they're all over you. In a strict one-design class, with so many sailors going roughly the same speed, good aggressive tactical sailing is the only way you are going to get to the front of the fleet."

The front is mostly where Ainslie, 18, has been for the past year. Last August he took gold at the world youth championship in Bermuda before returning to Weymouth to win the British trials for the Olympic squad. In Florida this year Ainslie won the Laser class at the St Petersburg regatta by a mind-boggling 55 points. Then he was second at the Miami Olympic week in a tough field prior to next month's Laser worlds in Cape Town.

His victories are the product of three factors: an outstanding natural talent, working with Royal Yachting Association youth coach Jim Saltonstall for five years and a supportive family.

He began to sail tiny Optimist dinghies from the family home near Falmouth. "We bought the first one for Christmas when he was nine and somehow rigged it in his bedroom on Christmas eve," recalled Ben's mother, Sue Ainslie. Under the tutelage of an enthusiastic GP, half a dozen youngsters began to race their Optimists virtually non-stop. "Ben had a huge rivalry with another boy called David Lenz. I think it made him the sailor he is," said his mother.

"My tactics haven't changed much since those days," said Ben. "I never use a compass or anything like that, I'm more of an instinctive sailor. If you have a pre-race plan it hardly ever works out. You need to be open-minded." Ben likes to sail barefoot whenever possible. He says he can feel when the boat is quick, through his toes. Without transits or visual aids he invariably knows exactly where the start line is, and his instinct for anticipating windshifts is uncanny.

At age 11, Ainslie began to win major Optimist trophies and a year or two later Saltonstall advised him to make the transition to Lasers carrying the smaller Radial rig. It was an inspired move.

Aged 15, he travelled alone to New Zealand and won the Laser Radial world championship against sailors with twice his age and experience. It was a stunning international debut and largely due to Saltonstall.

This ex-Royal Navy sailing instructor began building the RYA youth squad in 1977. Success grew in the mid-1980s, with Stuart Childerley and Andy Beadsworth coming to the fore, culminating in Bermuda last year when the British team took three gold medals and the overall **Nautica** Cup. Fourteen of the 16 sailors selected for the 1996 British Olympic team are graduates of the youth squad and the RYA has made Saltonstall coach for the regatta in Savannah, 250 miles east of Atlanta, where the sailing will be held.

"Jim will undoubtedly produce the best team spirit but he will also motivate all of us to give 110 per cent," said Ben, in Cowes to receive a Pounds 2,500 grant from the Lister Trust towards his campaign costs.

"The cheque's a great relief," said Rod Ainslie, Ben's father. "We've been wondering how to pay for next week's plane tickets to South Africa." A year ago the Ainslies sold the house in Falmouth in support of their son's Olympic medal bid.

They rented a home in Weymouth while he trained for the trials, moved to Lymington for the winter and are off to Savannah shortly for another rented house at the Olympic site.

Rod was a considerable offshore sailor in his day, skippering the 71ft sloop *Second Life* in the first Whitbread race 23 years ago.

Sue was planning to race around the world with him but a week before the start she discovered she was pregnant with Ben's older sister, Fleur.

The Ainslies have the freedom to support Ben like this because Rod sold a small woodworking business and took early retirement several years ago. They are not wealthy people.

"None of this was done as a plan. We didn't sit down two years ago and say we're going to get our Ben to the Olympics," emphasised Sue Ainslie.

The irony is that a year ago Ben Ainslie sketched out a plan to reach the Olympic sailing team for 2000 in Sydney. Raw talent has made it all happen four years early.

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*Just a Brother; Black Male Supermodel Emerges From the 'Hood Tulsa World (Oklahoma) March 21, 1996  
Thursday*

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Tulsa World (Oklahoma)

**March 21, 1996 Thursday FINAL HOME EDITION**

**SECTION:** NEWS; Pg. D1

**LENGTH:** 1332 words

**HEADLINE:** Just a Brother;  
Black Male Supermodel Emerges From the 'Hood

**BYLINE:** Roy H. Campbell, Knight-Ridder Newspapers

**BODY:**

Model Tyson Beckford says he doesn't understand why some young women get so excited that they cry when they meet him.

He says he doesn't quite see how posing for fashion ads and layouts translates into the kind of celebrity status generally reserved for movie stars and rap artists.

"I keep saying to girls, 'Hold on now, I'm just a brother that's been in a magazine,'" he said.

That is something of an understatement but typical of Tyson's humility. (He goes by only one name.)

He's actually a powerfully striking brother -- dark of skin with mixed ethnic features -- whose appearance in GQ, Details and other mainstream fashion magazines broke barriers for African-American models and launched a new look.

He's a brother who in 1995 snagged an exclusive advertising contract with Ralph Lauren for a cool half-million dollars, the first black male model to land such a lucrative U.S. fashion contract.

Women swoon at the sight of him not only because his unusual features make him drop-dead gorgeous but because never before has the fashion and advertising world promoted a black male with such dark skin and non-Caucasian features.

When he appeared in his first Lauren ad in 1994, he caused a stir. Here was a brother with a smooth shaved head, a descendant of a tribe of rebel slaves in Jamaica, posing in a Polo USA sweatshirt for a company whose image had been typically English country.

Lauren found in Tyson a new image to market.

"Tyson is great. He has that all-American look with dramatic features," said Lauren. "He embodies power, style and intelligence -- and that is what comes across on film. "

Tyson is also riding the wave of new interest in male models.

Except for Fabio, the longhaired cover model for hundreds of romance novels, male models had been



anonymous faces. The few black male models who made it rarely appeared in anything but store ads and catalogs. Ebony Man, a black fashion magazine, provided one of the few fashion-editorial opportunities for them.

At 25, Tyson is more than just a successful model. He is being called the first black male supermodel.

Check out his credits:

VH1, the music video network, in December named him Male Model of the Year at its first fashion-award show. During the recent men's fashion collection showing in New York, a group of fashion editors voted him the male model with the best physique.

He has hosted BET's "Video Soul" program, interviewed Donna Karan and other designers for the E! entertainment cable network, starred in music videos, and smashed Essence magazine cover-sales records with a bare-chested appearance on its 1995 valentine issue.

In the works are a Tyson fan club, Tyson posters, a Tyson calendar. Tyson dreams that one day there will even be Tyson the cinema superhero.

"Yeah, I want to be the black action hero like Arnold and Sly.

I've got muscle like those guys and I'm looking to blow up a couple of things and kill a lot of people like they do in their movies," he said.

Yet Tyson has a laid-back persona, the kind of I'm-super-cool-with-everybody attitude that some people mistake for arrogance. He rolls with the waves when he is surrounded -- as he was at the VH1 awards -- by the upper echelons of the industry.

At the awards, Tyson -- dressed in Ralph Lauren sweater and slacks -- politely thanked his agent, Lauren and then his family.

He ended by reverting to street talk, sending "a big shoutout to my homies. "

Recently, Tyson spoke by phone from Los Angeles, where he was shooting catalog ads for Polo. He was also checking in with his film agent and lining up appointments for a schedule that is getting tighter by the day.

"When I first started out, this seemed like an impossible thing to do, but now I'm working everywhere. I've got agents in Milan, Paris, Spain, London," Tyson said. "And I'm seeing other brothers getting work. When I started, I was the only black model my complexion, very dark, but now there are more, and I'm happy to be the person that kicked the door in so you see more black models and even more Asian and Hispanic models. " Through all the excitement, Tyson says he has tried to stay the down-to-earth Harlem homeboy who used to model at the mall as a teen-ager and then dash off to shoot hoops with the guys from the 'hood. But he says he discovered that, as his fame grew, many of his friendships began to sour.

"I started to witness the crabs-in-the-barrel thing," he said.

"When I got successful, the brothers were trying to pull me down, trying to pick fights with me. "

His peers called him a pretty boy, spread rumors about him and snubbed him, he said.

And so he made the break from them a few months ago, moving from Harlem to a suburb in northern New Jersey, taking his beloved motorcycle collection with him.

"It was hard, but it was something I had to do," he said.

Tyson's climb to fame began in 1993 when he met an editor for the hip-hop music magazine The Source.

The editor liked the tone of Tyson's skin, his Asian-like eyes and his full lips. He persuaded Tyson to pose for a fashion layout.

Soon after the issue came out, Tyson sought out Bethann Hardison, the former model who had opened her own agency, Bethann Management, in New York.

Tyson said that Hardison groomed him, taught him about the business, and watches over him like a mother. "I owe all of this to her," he said, which is why he resisted the big agencies and stayed loyal to her.

Hardison said she knew she had someone with a good attitude and a special look.

Tyson's features come from his mixed heritage. His parents are from Jamaica, but his maternal grandmother is Chinese and his maternal grandfather is Panamanian.

He was born in the United States when his mother -- pregnant with him -- visited this country. He was raised in Kingston, Jamaica, until he was 7. His family -- three boys, two girls -- moved to Rockland County, near New York City. He moved to Queens after high school, then to Harlem. In school, he said, other children teased him because of his slanted eyes, making him think he was an ugly duckling.

But once he was shot for The Source layout, he said, his older brother, Patrick, encouraged him to pursue modeling.

"He was the first person that believed in me. He was telling me that I could do this for a living, and he said he would be my manager and my bodyguard," Tyson said.

But it was not to be. Two years ago, Patrick Beckford was killed by street robbers who wanted his jewelry. He was 24.

The incident made Tyson even more determined to make it. "It really took a toll on me when he passed away. He taught me so much about life," Tyson said.

Tyson's career got into high gear when his agent sent him to meet famed fashion photographer Herb Ritts, known for his erotic ads for Calvin Klein and Gianni Versace. Ritts photographed Tyson and introduced him to Polo executives.

Tyson was chosen to be in ads for Polo Sport, a Ralph Lauren active-wear collection introduced about two years ago. Meanwhile, he began appearing on the catwalk for many major designers here and in Europe. His appearance as the only model in the Polo ads -- at the same time as Tommy Hilfiger's preppy duds became a hit with the hip-hop set -- was seen by blacks in the industry as Lauren's move to acknowledge an audience many thought the company had routinely ignored.

The ads were placed in major publications and on billboards nationwide. And Polo Sport quickly caught on with the same urbanites who were sporting Hilfiger and **Nautica** threads.

With Tyson's success, suddenly black male models with Caucasian features, light skin and curly hair were out, replaced by dark-complexioned models with shaved heads and unusual ethnic features.

Tyson laughs about the look-alikes. "There's only one Tyson," he said.

**GRAPHIC:** COLOR PHOTO; Credit, Photo courtesy Ralph Lauren; Photo courtesy Mark Eisen; Ralph Lauren likes Tyson's all-American looks.; Tyson Beckford models a Mark Eisen black suit and bright pink polo shirt.

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*WHICH WAY'S UP?< NOW THAT "DRESSING DOWN" IS IN FASHION,< HOW EXACTLY ARE CHILDREN  
"DRESSING UP" FOR EASTER? The Philadelphia Inquirer MARCH 21, 1996 Thursday SF EDITION*

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**MARCH 21, 1996 Thursday SF EDITION**

**SECTION:** FEATURES MAGAZINE: LIFESTYLE; Pg. C01

**LENGTH:** 1276 words

**HEADLINE:** WHICH WAY'S UP?< NOW THAT "DRESSING DOWN" IS IN FASHION,< HOW EXACTLY ARE  
CHILDREN "DRESSING UP" FOR EASTER?

**BYLINE:** Denise Cowle, INQUIRER STAFF WRITER

**BODY:**

Is "dressing up" for Easter still a big deal for children? Or are they following in their parents' footsteps and opting for "dress-down" looks?

The answer seems to be a resounding . . . it depends.

On the one hand, there's no shortage of fancy styles out there.

On the other, there's what one designer calls "casualized dresswear."

But kids don't always fit neatly into the categories dreamed up by adults. Some little girls, for instance, wouldn't get into a fancy dress on a bet. Others won't wear anything else.

Just ask Milka Maloney of Glenmoore, Chester County. She took her daughter, Alyssa, who's 5, and niece Kara Hurley, 7, to Nordstrom on Saturday to look for a special outfit "for Easter and Mother's Day and First Communion."

Alyssa was quite sure what she was looking for, though she didn't get to buy it. She found a couple of wonderfully romantic dresses by designer Joan Calabrese and marched right up to the saleswoman.

"She told her, 'My Mom said I can try these on,' and the saleslady said 'Right this way, madam.' Since she's 5, she loved that," Maloney said with a laugh. "Alyssa is one of those little girls who always likes to wear dresses, even for play.

"She's never going to conform to dress-down Friday and stuff like that."

At Andorra Shopping Center on Friday, Diane Ioannucci of Roxborough was scanning the children's department at Clover, looking for party gear for her son Zachary, 12.

He's the easy one. "He likes sports jackets, white pants and banded-collar shirts," said Ioannucci. As for daughters Rachel, 5, and Gia, 4: "I like them to be comfortable, but they like the frilly stuff."

She flicked through racks of cute spring dresses with matching hats from Rachel's Kids and three-piece miniature Jackie Kennedy suits - complete with pearls - from Mary!-Mary!, but wasn't sure any of them fit the bill. If not, she planned to check out House of Bargains, Born Yesterday and Kamikaze Kids to find just the right thing for her daughters.

Not that she would buy anything they'd wear for just one day. "After Easter they would wear it for church," she said. "And I have this really big family so I could pass it along."

Prices for dress-up clothes don't have to be high. The Clover outfits were \$25 or less, for instance; Marshall's has a whole line of Easter dresses for \$20; specialty chains such as the Children's Place sell floral dresses for \$20 to \$24, boucle cardigans for \$22 to \$26, and satin short-skirts for \$16 to \$18; and department stores such as Strawbridge & Clothier have already had big sales.

Nevertheless, the cost factor of an outfit that may be worn just once or twice is one reason the casual trend may be picking up steam. A casual classic such as the denim-look jumper, says Sylvia Veh, who designs children's lines for catalog retailer Lands' End, can be dressed up or dressed down: Add a straw hat, wicker handbag, white gloves and maryjanes, and you're all set. Later, the same jumper is at home for school or pool. For boys, chino pants can team with a polo shirt and a hopsack jacket, or a henley under a navy blazer, for a look that can go anywhere.

"Little girls love to dress up - and so do boys, surprisingly enough," says Veh. "The ritual of a special occasion is still going to inspire them, so that's not a thing of the past."

But how they dress up is changing, she believes.

"There is a trend towards a more simplified silhouette and a more flexible style," she says. "It has been evolving for a while, and now it has really arrived" - on the heels of the adult trend toward casual dressing.

Joan Calabrese, the Newtown Square designer sometimes called the Valentino of children's wear, doesn't entirely agree.

"Of course it's true that people are becoming casual, but there is a large part of society that dresses their children up for special occasions," says Calabrese, whose high-end styles sell at Nordstrom and the Children's Boutique in Center City and similar stores nationwide.

This year, she says, "there is more simplicity than frou frou" among the styles fashioned in silk jacquards, acetate peau de soie, organza, or silk with metallic interweaving. Trim is the thing: buttons from Italy, flowers, ribbon.

Such designer touches don't make for inexpensive garments. Calabrese dresses sell from \$250 to about \$650, "with a strong emphasis on the under-\$300 range," she says.

\*

So what are parents actually buying for their children this spring?

Casual and dressy styles are both being snapped up, department stores report; it just depends on the occasion and the parents' lifestyle.

"The younger set are still dressing up," says Judy Clapper, special events manager at Macy's, "and the bigger boys and girls are dressing like juniors."

"For Easter, we sell the 'dressies,' " special-occasion dresses that range from \$46 to about \$200, says

Bloomington's public relations director Linda Berger. "Such labels as Sylvia Whyte and Polly Flinders . . . lace trim, lots of gathers, smocking, rosettes appliqued onto the tops and collars, full skirts with lots of petticoats, with patent maryjanes and little white gloves.

"This look probably cuts out around age 10 or so. After that, they want to switch to junior looks or Nicole Miller - simple, sleek, elegant, a European look."

For spring generally, says Berger, the top seller is sportswear, "not jeans and Ts, but not dressy either . . . more of a J. Crew look, the kind of stuff that you would buy for yourself to go out to dinner."

What's selling at Hecht's is the status logo. "Nike is huge," said a spokesman, along with Tommy Hilfiger and Levis.

Almost all department stores are seeing loads of boys and girls dressing like their parents or their big brothers and sisters. For boys, that might mean wearing such labels as Tommy Hilfiger, **Nautica**, Polo. Banded-collar shirts are big with sports coats and solid-color pants, and the classic navy blazer with khaki bottom is still very strong. For girls, sportswear from CK, Monkeywear, Nicole Miller and Rampage mimic the styles in the junior or missy departments.

"We're really seeing a trend toward more casual looks," the Hecht's spokesman said, echoing the outlook of designer Veh.

Colors include a lot of black and white for girls, as well as bright colors. Prints might be beautiful florals, or what Veh calls "conversational prints - more whimsical than a floral." Look for interesting fabric textures, twill, terry, puckered cotton and lycra. And denim, of course. Colors for boys tend to be more subdued, in navy, plaids and stripes.

\*

Confused?

If you can't decide between dressy and casual, you could always follow the lead of Joanne D'Adamo of Cherry Hill.

D'Adamo and her friend Joyce Lafon of Haddonfield spent Friday afternoon among the children's racks at Macy's in Cherry Hill, looking for Easter outfits for D'Adamo's grandchildren - Kristen, 10, and Nicholas, 8, of Cherry Hill and Alexandra, 6, of Livingston, N.J.

"I buy outfits for them for all the holidays, such as Easter and Christmas," said D'Adamo. "For the holidays I like to buy them dressy clothes."

After a while, she'd picked out a pretty Indian cotton dress by Badge with a white lace top and rosettes at the waist, for Kristen; a yellow floral dress by Sweet Soda teamed with a lace-trimmed sweater, for Alexandra; and blue-check long pants from TFW Kidz to go with a white polo shirt, for Nicholas.

That was the dressy part.

Then she started all over again to find casual outfits for all three, so she'd be sure to have something they liked to play in, too.

#### **NOTES: FASHION**

#### **GRAPHIC: PHOTO; PHOTO (6)**

1. Mika Maloney fixes a bow for daughter Alyssa as niece Kara Hurley looks on. The girls are wearing

**SECRET**

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*IN HIS DETERMINATION TO EXCEL, HE KNOWS NO LIMITS The Virginian-Pilot (Norfolk) March 22, 1996, Friday,*

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 The Virginian-Pilot (Norfolk)

March 22, 1996, Friday, FINAL EDITION

**SECTION:** DAILY BREAK, Pg. E9, GROOVY SAPIEN

**LENGTH:** 815 words

**HEADLINE:** IN HIS DETERMINATION TO EXCEL, HE KNOWS NO LIMITS

**BYLINE:** JENNIFER RIDDLE, HIGH SCHOOL CORRESPONDENT

**BODY:**

"T'S LONELY at the top," says 17-year-old Steven Claiborne. That may sound conceited, but those who know Steven know that he knows what he's talking about.

The words "hopeless" and "unattainable" aren't in his vocabulary, and to tell Steven that something is "impossible" would only encourage him to prove everyone wrong.

"When I decide I want to do something, I don't let anyone get in my way," Steven said. "I know that if I am going to succeed, I will have to do it for myself."

Striving for excellence is something that Steven has mastered. Taking summer school classes so that he could graduate a year early was only one of his self-imposed challenges. As an African-American male, Steven believes that the obstacles he faces are greater than most high school students.

"When you are the only black male in an honors class, you feel like you are carrying the weight of your race on your shoulders," he said. "The impressions I make in that classroom will be lasting. I don't want to give the black man a bad name."

As only one of three black male honor graduates at Lake Taylor High School, Steven knows that he is making an important statement: "By succeeding I am not saying that I am better than black. I am saying that I am better and black."

My full name: Steven Andre Claiborne

I was born on . . . Dec. 24, 1978, when the lightning crashed and the thunder rolled.

Job: A very dedicated college-bound senior at Lake Taylor High School

Siblings: Two brothers, Charles the Annoying and Alonzo the Unknown

Educationally speaking, I am . . . young, gifted and black.

My school in three words: Crowded, competitive and spirited

The killer day means . . . being able to get to school with my clothes looking as neat and ironed as they did

before I left the house.

Boy, I was pretty smart when . . . a test meant reciting my address and phone number.

But I sure felt like an idiot after . . . I ran off the stage at a talent show because I was too nervous to sing.

When I have a crazy midnight snack craving, I want . . . Cookies n' Cream Ice cream with curly french fries.

My personal Oscars go to: Sandye Smith (a close friend) for most talented and sincere in a real-life drama and Mischelle Carlise (a teacher at Lake Taylor High) for classiest and most graceful performance in a real-life drama

The song of the century: "All Is Fair in Love and War" by Stevie Wonder

When I don't have anything else to do, I'm . . . soaking in the bathtub listening to the relaxing sounds of a slow jams tape I made and re-evaluating my purpose in life.

Best date I've had: I went to church and was spiritually renewed by God and a very special person.

And the worst? I don't usually have bad dates, because when I feel that it is drifting into the abyss of discomfort, I make the best out of a bad situation.

If I could change one thing about me I . . . would not be the only black male in many of my honor classes.

I wish my parents . . . were Michael Jackson and Oprah Winfrey.

The best place for mouth-watering chow is: My Aunt Romanza's kitchen on any holiday

I love shopping at: Any store that sells **Nautica**, Polo, Donna Karan and Tommy Hilfiger

The ultimate night on the town would include . . . stopping somewhere beautiful to look up at the sky and appreciate the stars and clouds.

I make special arrangements to watch . . . "The Real World," "Road Rules" and reruns of "A Different World."

The last time I had a vacation . . . was when Bush was in office.

My best job: Being an overachiever

And the worst? Being a student

I can easily brag about . . . winning the Mr. G.Q. pageant at Lake Taylor.

In 10 years, I'd like to be . . . a Morehouse College alumni and a marketing executive for a major fashion corporation.

If I could change one thing in America, I would . . . change the negative outlooks and attitudes of and toward African-Americans.

My heroes are: Milton Pierce, my fifth-grade teacher, and Robert Davenport, a history teacher at Lake Taylor.

I am totally unique because . . . I am a black male who has been successful in life and disregarded the probability curve.



What makes you mad? When African-Americans take for granted the rights to an education that others like the Little Rock Nine have fought and died for.

If a film were made about your life, what would be the dramatic turning point? When I realized that as a black man in America I would have to strive and fight for what I want in life.

Who would star in it? Allen Payne from "Jason's Lyric"

I should be a veejay on MTV because . . . I'm weird and like all types of music from rap to hard rock.

If I was a guest on a talk show, it would be . . . "Oprah," because she has the most tasteful daytime talk show.

My life summed up in four words: Performing, learning, striving, succeeding"

**GRAPHIC:** STEVE EARLEY/The Virginian-Pilot, As the only black male in an honors class, "you feel like you are carrying the weight of your race," says Steven Claiborne.

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*The Gentleman and the Jock The New York Times March 24, 1996, Sunday, Late Edition - Final*

Copyright 1996 The New York Times Company  
The New York Times

**March 24, 1996, Sunday, Late Edition - Final**

**SECTION:** Section 6; Part 2; Page 26; Column 1; Men's Fashions of The Times Magazine

**LENGTH:** 83 words

**HEADLINE:** The Gentleman and the Jock

**BODY:**

There is a sport for every man, no matter what his limitations. And there are the right clothes to wear for each, no matter how high- or low-tech that sport may be. For instance, something as basic as khakis and a polo shirt will do fine for pedaling around the neighborhood, but road racing demands something more streamlined - such as a skintight synthetic bodysuit and goggles. Here and on the following pages, an illustration of contrasting approaches to various sports - and sport styles.

**GRAPHIC:** Photos: BICYCLIST

Cotton shirt by Barry Bricken, \$82. At Peter Elliot, 1070 Madison Avenue. Coffman's Menswear, Greenville, N.C. Mercerized cotton trousers from Faconnable, \$110. At Faconnable, 689 Fifth Avenue. Nordstrom. Cashmere cardigan from Cruciani. Watch from Breitling. Belt from Faconnable. Loafers from Hush Puppies. Glasses from Ray-Ban by Bausch & Lomb.

**ROAD RACER**

Tank top, \$42.50, and leggings, \$38, of nylon and Lycra from 2B! At Equinox Fitness Clubs, N.Y.C. Fanny pack from Kipling. Cycling shoes from Nike. Sunglasses from Briko. (Photographs by Jeff Bark for The New York Times);

**ROLLER SKATER**

Cotton sweater by John Bartlett, \$165. At Bloomingdale's. Neiman Marcus, San Francisco. Cotton faille trousers by Austyn Zung, \$240. At Valero, Princeton, N.J. Cotton shirt by John Bartlett. Belt by Raymond Dragon. Watch from Rolex. Glasses from Ray-Ban by Bausch & Lomb.

**ROLLER HOCKEY PLAYER**

Unitard of nylon and spandex from Polo Sport by Ralph Lauren, \$145. At Polo Sport Store, 888 Madison Avenue. Polo/Ralph Lauren, Beverly Hills, Calif. Sunglasses by Christian Roth for Optical Affairs.

**HIKER**

Action vest of nylon and Tactel, \$88, and shorts of cotton poplin, \$55, from **Nautica** by David Chu. At Bloomingdale's. Lord & Taylor. Macy's, selected stores. The **Nautica** Store, 216 Columbus Avenue and Newport Beach, Calif. Shirt by Austyn Zung, \$160. At Pavingas, Brooklyn, N.Y. Boots and socks from **Nautica** by David Chu.

**MOUNTAIN CLIMBER**

Nylon vest, \$55, nylon pull-on pants, \$100, and polyester shirt, \$48, from Nike ACG. For local stores, call (800) 344-6453. Boots from La Sportiva. (Photographs by Jeff Bark for The New York Times);

**SWIMMER**

Viscose cabana shirt, \$90, and swim trunks in a cotton blend, \$90, by Gene Meyer. At Carol Rollo, Miami Beach. Charivari 57.

**SURFER**

Polypropylene rash guard from O'Neill, \$35. At Island Sports, 1623 York Avenue. Nylon shorts from Verso, \$48. At Bang Bang, selected stores. Sunglasses from Hotcakes by Arnet.

**STROLLER**

Cotton knit vest by Bobby Jones, \$210. At Bergdorf Goodman Men. Pique shirt from **Nautica** by David Chu, \$42. At Bloomingdale's. Macy's East. The **Nautica** Store, 216 Columbus Avenue. Nylon trousers by Austyn Zung, \$160. At Patricia Field, 10 East Eighth Street. Pavingas, Brooklyn, N.Y. Knit cap from Kangol. Loafers from Hush Puppies.

**JOGGER**

Zip-front shirt of rayon and Lycra, \$64. At Raymond Dragon, 130 Seventh Avenue and West Hollywood, Calif. Tights of cotton and Lycra from Adidas, \$35. At Paragon Sporting Goods, 867 Broadway. Sneakers from Adidas. (Photographs by Jeff Bark for The New York Times)

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*INFLUENCE OF THE CLUB, THE ATTIC Men's fashions take an elegant, sporty look back Milwaukee Journal Sentinel (Wisconsin) March 24, 1996 Sunday*

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 Milwaukee Journal Sentinel (Wisconsin)

March 24, 1996 Sunday All

**SECTION:** Lifestyle Pg. 5

**LENGTH:** 511 words

**HEADLINE:** INFLUENCE OF THE CLUB, THE ATTIC  
 Men's fashions take an elegant, sporty look back

**BYLINE:** CATHERINE FITZPATRICK

**SOURCE:** Journal Sentinel staff

**BODY:**  
 The futurists flopped.

Fifty years ago, sci-fi writers predicted American men at the turn of the century would be zooming across the stratosphere in stretchy unitards and bubble helmets. Check the skies, guys: They're not.

Modern men are cruising cyberspace, not outer space, wearing contemporary clothing peppered with reminders of the past.

The trip down memory lane makes several stops:

The club.

Guys have gone ga-ga over golf. Gatsby-esque and on-the-links attire, whether it's tee time or not, are coming on strong.

The attic.

Kramer's quirky plucked-from-the-thrift-shop wardrobe, showcased each week on "Seinfeld," continues its powerful impact on young men's styles. Vintage zip-front polyester shirts, baggy pants and too-tight plaid jackets, have gone from geeky to chic-y.

The lanes.

Fifties activities such as bowling and jazz and hanging out at greasy-spoon diners are cool-man hip once again, bringing a return of flat-fronted khaki pants, fine-gauge knitwear, even bowling shirts embroidered across the shoulder blades.

Overall, however, the watchword for men this spring is options, and plenty of them, according to Bill Lasche, vice president of fashion and product development at Carson Pirie Scott & Co., which owns the Boston Store.

Call it debonair meets laissez-faire.

To help the wardrobe-impaired, here are a few warm-weather style trends from Lasche; Mariana Keros, trend director for Marshall Field's; Joe Sapienza, director of merchandise for J.C. Penney's men's division; and Tom Brill, co-owner of Harley's:

Slimmer and trimmer: Slacks, shirts and jackets, from Abboud to Karan, are cut to a slimmer silhouette, whether or not the men who will wear them are. Knits are finer gauge, tops less oversized.

Hey, hue: Brights are bolder. Pastels are (dare we say it?) prettier.

Watch for early-Elvis/tailfin-car shades such as sky blue and ocean turquoise, high-octane orange, fiery red and school-bus yellow.

Suburban wives trying to inject a bit of zing into their Baby Boomer husbands' closets are making bee-lines to store shelves laden with the American banner brights of **Nautica** and Tommy Hilfiger.

While the market for somber neutrals is tepid, mocha and cappuccino shades will be percolating through a few spring wardrobes.

Fab fabrics: The season's best casual fabrics are cotton khakis, linen and linen blends for layering, flat knits to closely define the body, seersucker for snappy summer suits, microfiber for T-shirts to layer under shirts.

Cleaned-up casual: "Within corporate casual, men are recognizing that they should be neater and more professional-looking," said Brill. "For casual clothing, they're not buying clean up the garage' or backyard clothes anymore."

Here's the bottom line: Khaki plain-front pants; a polo shirt in a bright color to wear alone, under a blazer or windbreaker; a sweater vest in a fine-gauge knit; a three-button blazer; something golfy; simple loafers; a band-collar shirt; a windbreaker or trench coat made of high-tech fabric.

**GRAPHIC:** Photo color 1

Navy three-button wool suit by Hugo Boss, \$800; English spread blue striped shirt by Giltman Bros., \$90; faux alligator belt by Cole Haan, \$65; geometric jacquard print tie, by Jhane Barnes, \$65; all at Harleys. Photos color 2, 3  
DALE GULDAN  
STAFF PHOTOGRAPHER

Above: A striped tie and a classic button-down shirt add up to good looks this spring. Right: Chiffon floral print dress and scarf by Kay Unger, \$270, at Zita/Peg Bradley; black kid T-strap heels by Caressa, \$62, at Boston Store. Tropical weight wool three-button sport coat by Joseph & Feiss, \$275; triple pleat wool gaberdine slacks by Berle, \$85; pinpoint cotton button-down shirt by Kenneth Gordon, \$57.50; multistripe tie from Robert Talbott's Best of Class Collection, \$80, all at Redwood & Ross.

**LOAD-DATE:** March 26, 1996

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*Stein Mart returns to metro area The Denver Post March 28, 1996 Thursday*

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**March 28, 1996 Thursday 2D EDITION**

**SECTION:** BUSINESS; Pg. D-01

**LENGTH:** 563 words

**HEADLINE:** Stein Mart returns to metro area

**BYLINE:** Penny Parker, Denver Post Business Writer

**BODY:**

Stein Mart is boomeranging back to Denver.

The off-price department store that shut down nearly four years ago after six years of limping along at its Aurora location, opens today in one of the metro area's hottest retail climates.

The new store, at County Line Road and Quebec Street, took over the vacated Wal-Mart space. And Stein Mart President Jack Williams said this time is the right time and right location for his company.

"This part of Denver is growing and this gives us a good chance to serve it," Williams said yesterday while employees scurried around him spritzing counter tops and straightening racks of clothing.

During its six years in a free-standing building in the Aurora Mall parking lot, Stein Mart built a small - but fiercely loyal - following. So loyal were the "Boutique Ladies" - Stein Mart employees who work one day a week in the designer-label boutique in the store - that all 16 have signed on with Stein Mart again.

Like sorority sisters, they've kept in touch in the four years since the store closed. The "Bou Ladies," as they're known, are often society women or stay-at-home moms who don't have to work but do it for the camaraderie - and the 25 percent discount.

"We all like bargains and we shop till we drop," said Michael Ann Hanzel, leader of the Boutique Ladies. Hanzel said the Boutique Ladies were started by company CEO Jay Stein. "There were a bunch of women who were married to professional people who said, 'We want to work, but we don't want to work,'" said Hanzel, who is the past president of the Cancer League of Colorado. The group has grown to 1,500 in the 100-plus Stein Mart stores nationwide.

Hanzel has acted as President Williams' "eyes and ears in the community" since the store left Colorado. Williams said he often called Hanzel and asked her to scope out potential store sites. "She'd tell me yes or no and I believed her," Williams said.

A second Stein Mart will open in Colorado Springs in the fall and Williams said he's currently scouting locations possibly in Boulder and Fort Collins. The Florida-based, publicly traded company plans to open 20 to 25 stores this year.

"We're a hybrid between a department or specialty store and off-price or discount store," Williams said.

"We're discount with a flair."

Indeed, Stein Mart looks more like a Joslins or a Foley's than a Marshall's or a Wal-Mart. The interior features tile and carpet throughout with comfortable lighting and signage. Most jewelry is displayed behind glass counters rather than tossed on tables or strung on racks.

High-end designer labels in the women's boutique include: Harve Benard, Saks Fifth Avenue, DKNY, Anne Klein II and Tahari. Men's labels include Polo by Ralph Lauren, Tommy Hilfiger and **Nautica**. Kids' clothes carry labels including Calvin Klein, Polo and Izod. Lalique, Baccarat and Orrefors crystal is available in the home decor section. Amenities include on-site alterations, not typically found in off-price or discount stores.

Stein Mart carries the full gamut of department-store merchandise - from cocktail dresses to candles, shoes to swimsuits - at prices 20 to 60 percent off department-store prices. The store also carries "same season" merchandise, Williams said.

"We give you an upscale atmosphere so you feel like you're in a department store with the same items for less," Williams said.

**GRAPHIC: PHOTO:** The Denver Post/Dave Buresh FINISHING TOUCHES: Kirk Johnson, left, and Shane Gonzales install Stein Mart sign on store at County Line Road and South Quebec Street.

**LOAD-DATE:** March 28, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Early spring accessories biz beginning to bloom at retail; stores across spectrum say business is on the rebound; 1996 Daily News Record March 29, 1996*

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Daily News Record

**March 29, 1996**

**SECTION:** Vol. 26 ; No. 62 ; Pg. 2; ISSN: 0162-2161

**LENGTH:** 1412 words

**HEADLINE:** Early spring accessories biz beginning to bloom at retail; stores across spectrum say business is on the rebound; 1996

**BYLINE:** Curan, Catherine

**BODY:**

NEW YORK -- It all goes together, and it's all going strong.

Riding the sales strength of designer collections and clothing, and a pickup in ties and shirts, the accessories business from sunglasses to socks is off to a healthy start this spring at retail. This is in sharp contrast to several seasons of generally sluggish sales for many accessories categories.

"Accessories business is extremely good right now," said Ken Walter, divisional merchandise manager for men's furnishings, clothing and outerwear for Sears, Roebuck.

Retailers around the country, serving the middle market and higher end, echoed this sentiment. Stores from Bloomingdale's to Lord & Taylor to Men's Wearhouse and regional men's wear retailers from Braddock's to Caplan's, all reported raves for early spring accessories business.

John Mehas, divisional vice-president of dress furnishings at Bloomingdale's, said the accessories and furnishings business is off to a good start. "There's a lot of newness in accessories. The fashion industry is focused on bringing more attention to accessories than they had in the past, when it was more of an add-on item."

Citing the expanded accessories offerings from Calvin Klein and Polo Ralph Lauren, Mehas noted: "All of a sudden, designers are getting into it."

LaVelle Olexa, senior-vice-president of fashion merchandising for Lord & Taylor, also said the men's accessories business is very strong. "Sunglasses are an important category, with metal wraps the trendsetter. We're selling from several vendors at various price points. Ray-Ban is especially strong."

Metal wraps from Ray-Ban and others are also a hit for Mehas, who said his better sunglass business, particularly Armani, is strong.

At Sears, sales are up in the double digits in accessories. Walter attributed the strength to healthy sales of furnishings and clothing. "On the furnishings side of the business, dress shirts and neckwear are performing beyond plan. The accessories business is adjunct to that: If you've got the customer in there buying dress



shirts and neckwear, accessories are a nice add-on. Clothing is good too, so that helps." Sears offers a career collection in 100 percent wool with suit separates and sport coats.

At Braddock's Menswear, a 17,000-square-foot superstore located in Eatontown, N.J. clothing is hot and accessories are keeping pace, said Peter Brudner president. "Business is phenomenal," he noted. "With Easter and Passover falling early, we're running about 30 percent ahead this month."

Commenting on the overall trends, Brudner said: "Seventy percent of our business is suits. Therefore, we do a tremendous amount of ties. Our tie business is up. We're selling a lot of bright colors." Key lines are J. Garcia Art in Neckwear, priced at about \$ 30, Serica, including Serica Elite, and Versace, both priced at \$ 95.

Going forward, Brudner is "extremely optimistic. After our first year in the new location, we doubled our business. For the second year we're expecting a 20 percent increase."

Edwin J. Caplan, president of the fourth-generation family-managed chain Caplan's in Alexandria, La., said: "Business has been good for us. We're fortunate to have Tommy Hilfiger, Polo/Ralph Lauren and **Nautica** collections that are hot nationwide." Accessories business is strongly tied to the collections business, and he offers a full assortment in each of these lines. "In all of the collections, we do all of the items like loungewear and boxers. We have Tommy Hilfiger, **Nautica** and Polo robes and loungewear. The items are merchandised together," he added.

On the dress shirt front, sales of banded collars continue to be brisk, with "no letup in sight," Sears, Walter commented.

Men's Wearhouse has also seen good sales of the model. Walter noted that Friday looks are doing extremely well, as are dress-up looks. He noted that the business is all "pretty much private label, other than Arrow."

"The big thing driving the dress shirt business is staying in stock, in key sizes and in white. It's a SKU intensive business. We owe it to our customers to stay in stock," he asserted.

Fashion is also an important element of the dress shirt success story. For the fashion customer Sears will be bringing in a new program of linen/cotton blends next month. Prices range from \$ 14 to \$ 32.

Strong-selling shirt lines for Braddock's include banded-collar shirts by Riscatto, Modimex and T. Lipson, priced from \$ 65 to \$ 95. Short-sleeved T-shirts in many colors are also selling well.

"We're very big in Tommy Hilfiger dress shirts and we buy all of his ties. He's taken a basic necktie and given it some zing," said Caplan. The shirts retail from \$ 42 to \$ 48.50, with ties priced from \$ 27.50 to \$ 40. Polo and **Nautica** are also strong in shirts and ties, and Enro is another key shirt resource.

In neckwear, Sears has seen strength across-the-board, said Walter. He noted that the retailer has changed its buying strategy and its vendor structure. "We've jumped the wagon in terms of how we buy. We buy closer to the market." He summed up the success simply: "The key is the newest looks presented well." Among his most important vendors are Superba, Randa, Wemco and Mallory & Church.

Wemco is also a strong seller for Caplan's, which operates one 8,000-square-foot men's store and one 11,000-square-foot unit that includes Genesis, a young men's and boys, shop. Caplan's stocks a wide assortment of Wemco's lines, and Tabasco is a particularly hot seller.

Mehas of Bloomingdale's noted: "Ties are back on track again. We're seeing a lot of brighter looks, similar to what's happening in women's wear." Among his strong-selling lines are Donna Karan, Giorgio Armani and Canali, priced from \$ 60 to \$ 95, and Gene Meyer, from \$ 50 to \$ 75. Golds and yellows are strong. Garcia neckwear also continues to sell, priced at about \$ 30.

At Men's Wearhouse, neckwear sales are ahead in the high single digits, said Doug Ewert, merchandise manager for neckwear. Brighter colors and horizontals with white grounds are performing well. "More dressy, understandable neckwear is hot. What I seem to be selling very, very well is neckwear to go with a gray or navy suit that can match easily." It's also got to have a spark, he noted, adding that old-style, traditional neats and paisleys are not doing well.

Wovens and panels are also ahead of the pack, and higher-price neckwear is his fastest-growing category, said Ewert. He noted that \$ 39.99 neckwear is over 20 percent of his business, and he sees it growing as high as 30 percent.

Small leather goods, belts and headwear round out the overall good spring season to date. Sears, Walter said that in the leather goods arena, belts and wallets are hot. Sears sells dress belts under its private label, Barrington, for \$ 17 to \$ 24. Canyon River Blues belts are also extremely strong, and are ahead of plan, Walter said. In branded belts, Sears stocks Dockers, priced at \$ 20 to \$ 30, and Levi's, priced from \$ 20 to \$ 27.50. The retailer also stocks Dockers wallets, priced at \$ 10 to \$ 28.50, and Levi's wallets, priced at \$ 9 to \$ 20.

Belts and other leather items are also hot around the country. Lord & Taylor has had good sales of Coach belts, dress styles from Alexander Julian and casual styles from Fossil. Bags from Kenneth Cole are a hit.

"Leather goods are off to a good start," said Bloomingdale's Mehas, adding, "Larger pieces are strong, and backpacks are doing just as well as a year ago, when the trend was in full swing." He is seeing good gains from Calvin Klein, Kenneth Cole and Coach, with price points from \$ 125 up to \$ 400 and \$ 500.

At Braddock's, belts in exotic skins and leather and exotic combinations are doing well, priced from \$ 75 to \$ 115. Brudner's key resource is Cale of Spain.

Caplan's has had good results from Legion. I Bather goods and sportswear items from Timberland are also strong performers for the Louisiana chain, and Caplan plans to add watches under the brand as well.

In headwear, Dorfman Pacific is Sears, key vendor, servicing all stores. The top two items are a basic poplin cap, retailing for \$ 8, and a straw hat at \$ 12. Overall, headwear prices range from \$ 7 to \$ 28.

Caplan's will be adding Kangol caps.

In hosiery, multipacks of cotton fancies are a hit for Men's Wearhouse, while patterns, golf motifs and colors are driving sales for Caplan's.

**GRAPHIC:** Photograph

**SIC:** 2300 APPAREL AND OTHER TEXTILE PRODUCTS ; 5311 Department stores ; 5611 Men's & boys' clothing stores

**IAC-NUMBER:** IAC 18147264

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** April 22, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*CURRENT Buffalo News (New York) March 31, 1996, Sunday, FINAL EDITION*

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**March 31, 1996, Sunday, FINAL EDITION**

**SECTION:** LIFESTYLES, Pg. 3E

**LENGTH:** 698 words

**HEADLINE:** CURRENT

**BYLINE:** SUSAN MARTIN

**BODY:**

Dressed to win

The popular line of **Nautica** clothing for men just got bigger with its launch of a new label, **Nautica Competition**.

This high-tech collection of athletic apparel is white and blue with red accents and sporty details such as side panels and "**Nautica Competition**" graphics.

Items include nylon poplin or cotton/spandex stretch running shorts; cotton jersey tank tops; a white and blue cycling shirt with half-zip mock and "**Nautica Competition**" in reflective print on the sleeve; blue cotton/spandex cycling tights; white French terry cotton sweat pants and shirt, and a white nylon bomber jacket.

Several of the fabrics were engineered and developed by **Nautica** designer David Chu, including Nautex, which is water- and wind-resistant and breathable.

Prices range from \$ 28 for a tank top to \$ 250 for the jacket.

Good work Design projects completed by 18 students from Buffalo State and Villa Maria colleges are on display today through April 8 at the Theodore Roosevelt Inaugural National Historic Site, 641 Delaware Ave. The Interior Design Student Achievement Award Show, which is hosted by the Western New York Association of Interior Designers, includes floor plans, room renderings, color boards with paint and fabric swatches, and more.

Those interested in checking out the works of future designers can visit the site Monday through Thursday, 9 a.m. to 5 p.m., and Saturday and Sunday, noon to 5 p.m. The site is closed this Friday, but open Easter Sunday.

Faux to finish

It may be stashed in the basement or stored in a box, but everyone has a perfect candidate for faux finishing.

An old vase. A picture frame. Even a lamp base.

Don't know how, you say? Restoration specialist Doris Collins will "faux" the way at two workshops next month at the Buffalo and Erie County Historical Society, 25 Nottingham Court.

Ms. Collins, who is from Shea's Performing Arts Center, will lead a "Faux Marble" workshop from 7 to 9 p.m. April 17. The second workshop, "Gold Finishes," will take place from 7 to 9 p.m. April 24.

Registration deadline is April 15; enrollment is limited. The fee is \$ 27 to attend one workshop (\$ 25 for Historical Society members). Or attend both for \$ 50 (\$ 45 for members). Call 873-9644 for information or to charge your registration by phone.

Also coming to the Historical Society: a two-day Inkle Loom Workshop geared for ages 9 through adult. The workshops will be held from 9:30 a.m. to 12:30 p.m. on April 9 and 11.

Looms will be provided, and Kathy Rug, from the Buffalo Weavers Guild, will teach basic weaving techniques. Fee is \$ 35 per person for the two-day workshop, \$ 32 for members. Registration deadline is Thursday.

### Plane clothes

Spring is a busy traveling time, and Polly Allen Mellen, creative director for Allure magazine, has a few things to say about how people dress to get where they're going:

"People dress atrociously when they travel. I hate sneakers on planes. And blue jeans that are too tight. And hats -- why?" she writes in this month's issue.

Another no-no: fragrance.

"Perfume that's too permeating is really offensive. So is heavy makeup on an overnight flight," writes Ms. Mellen, who dons a cotton shell, black leggings, slip-on shoes and a man's black cashmere cardigan when she flies.

A final point: "No one but small children should ever wear shorts on a plane," she said.

### Fashionable footing

Ballet flats are pirouetting back into the fashion scene this spring -especially the two-tone styles popularized by Chanel but also in solids.

Chanel's cost \$ 335 this season, but women with their feet planted firmly on the ground know that less-pricey styles are available from Liz Claiborne and others.

The Talbots catalog shows linen ballet flats in soft colors such as light coral and mint, with a touch of embroidery for \$ 58. Shoe designer Larry Stuart does a two-tone ballerina shoe for about \$ 89.

Ballet flats are quite versatile. This season, they pair nicely with capri pants and feminine dresses.

And finally . . .

"Things don't interest me; only spiritual matters do."

Artist Roy Lichtenstein in Elle Decor magazine

**GRAPHIC:** The "Bashful" ballet shoe from the Larry Stuart Collection combines camel leather and black patent.; From **Nautica** Competition, apparel for competition or just for cool. Near right, nylon poplin shorts paired with a cotton jersey tank top. Far right, a white nylon bomber jacket with blue inside collar.

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

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*BANDED COLLAR BEST IN CASUAL SETTING* *Richmond Times Dispatch (Virginia)* April 7, 1996, Sunday,

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Richmond Times Dispatch (Virginia)

April 7, 1996, Sunday, CITY EDITION

**SECTION:** FLAIR, Pg. G-4

**LENGTH:** 588 words

**HEADLINE:** BANDED COLLAR BEST IN CASUAL SETTING

**BYLINE:** Lois Fenton; Special Correspondent; Lois Fenton is an author, professional speaker and wardrobe consultant; to Fortune 500 companies.

**BODY:**

Q. When wearing a suit, is it a necessity to wear the traditional collar or could you wear a mandarin (collarless) shirt? -- C.T., Internet

A. As in many dressing situations, the occasion and the setting come into play. If you are talking about a business environment, I would say to avoid banded collar shirts (that is, collarless shirts designed to be worn without a tie). On the other hand, if it's for a casual evening out with friends or dress-down Friday wear, the new-style shirt is fine.

Banded collar shirts have become very popular. They have gone beyond fad and become fashion. When a style is found in a current Brooks Brothers catalog (that bastion of tradition), you know it is no longer trendy.

Banded collars look great with casual pants and shorts. They are acceptable with some sports jackets, best without a jacket at all.

But it is my perhaps overly traditional opinion that suits (including that most formal of all suits, the tuxedo) do not match up with banded collar shirts. Despite what you've seen at the Oscars, a suit calls for a tie.

A matched suit is the most formal and elegant of men's daytime forms of attire. In descending order of dressiness, the man who wants to be more casual can wear: a blazer or sports jacket and slacks; a shirt and tie with a sweater or vest; shirtsleeves and tie with no jacket; even a standard-collar shirt worn tieless. These are all a lot less dressy than the traditional suit, shirt and tie combination.

Wearing such a casual style such as a banded collar shirt with a sports jacket works. But pairing it with the formality of a matched suit is mixing items that are too disparate, and therefore jarring together.

\* \* \*

Q. How can I get a catalog for Tommy Hilfiger? Where I live there is not a wide selection of Tommy, and I want to keep up with the styles. -- G.A., Internet

A. Unfortunately, neither I nor anyone else can help you with this request. So far, Tommy Hilfiger does not have a catalog.

The closest you can come to finding photographs of his styles would be to get catalogs from several department stores and from other men's specialty stores. Since his clothes have become so enormously popular in recent years, many store catalogs include one or more of his designs. But you have no way of knowing whether you have seen all the styles for that season. In fact, you can be pretty sure you have not.

As alternatives to Tommy, I was going to suggest that you get a catalog from Ralph Lauren or **Nautica**. But Lauren does not make one either.

In the past, **Nautica** did have a catalog, but it decided not to produce one this year. Instead, **Nautica** put out a handsome calendar with 52 pages of photos -- one for each week -- available from **Nautica** stores. Unfortunately, the 1996 calendars are sold out, and it has not been confirmed what the procedure will be for next year.

The one thing you can be sure of is that by requesting store catalogs, you're likely to get your name on an unending list of companies that will inundate you with catalogs all year long. If you live in an out-of-the-way place, you may be delighted to receive a new mailing every few days. The best approach may be to go to national stores such as Saks Fifth Avenue, Lord & Taylor, and Bloomingdale's for catalogs.

Though she cannot answer mail personally, Lois Fenton welcomes questions for use in this column. Send your questions or comments to Lois Fenton, Times-Dispatch Flair section, P.O. Box 85333, Richmond, Va. 23293.

**GRAPHIC:** PHOTO

**LOAD-DATE:** April 6, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*BRIEFS Knoxville News-Sentinel (Tennessee) April 11, 1996, Thursday Final*

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Knoxville News-Sentinel (Tennessee)

**April 11, 1996, Thursday Final**

**SECTION:** Business; Pg. C8

**LENGTH:** 359 words

**HEADLINE:** BRIEFS

**BODY:**

BankFirst again sets record

BankFirst on Thursday reported record first-quarter earnings and assets and that it will open a new office at Cedar Bluff in 60 days.

Net income for the three months ended March 31 was \$ 448,000, up 29 percent from the same quarter a year earlier. Total assets were \$ 188 million, up 28 percent from a year earlier. Net loans increased 26 percent to \$ 124 million, and deposits increased 24 percent to \$ 154 million. Equity capital increased 27 percent to \$ 19 million.

BankFirst, headquartered in Knoxville, serves Knox, Loudon and Blount counties through 11 offices. The 12th office will be at 330 Cedar Bluff Road North. Plasti-Line releases earnings

Plasti-Line Inc., a Knoxville-based manufacturer of signs, announced Wednesday that the company earned \$ 458,000, or 12 cents per share, on sales of \$ 30.1 million in the first quarter.

The performance was a marked improvement over first quarter 1995 earnings of \$ 28,000, or 1 cent per share, on sales of \$ 20 million. About \$ 3.2 million of the sales increase was the result of Plasti-Line's new subsidiary Carter-Miot, which was purchased late last year, said Mark Deushle, vice president-finance. Mexico to get Dockers footwear

NASHVILLE -- Genesco Inc. said Wednesday its Dockers footwear will become available in Mexico beginning in June.

Genesco announced an agreement under which Industrias Tegon, a Mexican footwear manufacturer, will handle the production and distribution in the country.

A division of Genesco, Dockers Footwear is the exclusive licensee for Levi Strauss for manufacture and marketing of the Dockers brand. Genesco, based in Nashville, has other operations including Johnston & Murphy, Laredo Boot Co., **Nautica** Footwear and the Volunteer Leather Co. McGowan named M4 vice president

William J. McGowan has been named vice president of regulatory affairs for Oak Ridge-based M4 Environmental L.P., a partnership between Lockheed Martin Corp. and Molten Metal Technology.

McGowan, formerly director of regulatory affairs for M4, handles the company's environmental compliance initiatives, including permitting and licensing.

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Designers keep eyes trained on still booming fitness market The Ottawa Citizen April 18, 1996, Thursday, FINAL EDITION*

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**April 18, 1996, Thursday, FINAL EDITION**

**SECTION:** STYLE; Pg. E3

**LENGTH:** 133 words

**HEADLINE:** Designers keep eyes trained on still booming fitness market

**BYLINE:** KANSAS CITY STAR

**BODY:**

Ralph Lauren was so successful with his light Polo Sport fragrance for men, marketed with a active sports theme, that he has taken off with a similar Polo Sport for women. The fitness rage does go on.

More proof now comes from **Nautica**, a line best known for sports clothes with a classic upscale twist designed with a sailing theme. The company is going full steam with an active-wear line, **Nautica** Competition.

David Chu, **Nautica** president, maintains he studied track and field, cycling, running and workout needs to come up with some appropriate fabrics. Nautech is water and wind repellent and breathable. Nautech fleece is lightweight enough for layering and wicks moisture.

The group includes separates such as running shorts, camp shorts, cycling shorts and swim trunks.

**LOAD-DATE:** April 19, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*July launch set for first off-price outlet mall TV show; Outlet Mall Network to offer outlet clothing on cable TV; Mass Appeal Daily News Record April 19, 1996*

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Daily News Record

**April 19, 1996**

**SECTION:** No. 76, Vol. 26; Pg. 3; ISSN: 0162-216118212270

**LENGTH:** 1116 words

**HEADLINE:** July launch set for first off-price outlet mall TV show; Outlet Mall Network to offer outlet clothing on cable TV; Mass Appeal

**BYLINE:** Gellers, Stan

**BODY:**

NEW YORK—Attention TV shoppers!! Here comes the Outlet Mar Network with discount prices on brand merchandise.

According to Mark Gray, chairman and CEO of the company that's going head-on against the regular-priced Home Shopping Network and QVC, consumers will get the same off prices for brand merchandise that generate an \$ 11 billion retail business in over 320 outlet centers around the country. The Sarasota, Fla.-based privately held company is kicking off its 24 hours of interactive cable TV weekend programming on July 5 in 25 major markets. Appearing will be the same run of brand merchandise that made home shopping a thriving business. However, the difference is that the manufacturers will set the discount prices themselves.

With the first shows to air at the beginning of the summer, Gray already projects that Outlet Mall Network will generate between \$ 50 million to \$ 75 million in 1997. "Today, Home Shopping Network does \$ 950 million annually and QVC about \$ 1.2 billion.

"The biggest part of TV home shopping is in jewelry and cosmetics. Apparel is about 14 percent, and men's wear has been somewhat ignored. We want it to be a significant part of our merchandise mix."

The Outlet Mall Network is currently signing on men's wear companies and apparel retailers, many with existing outlet stores. They will be joining such familiar household names as Norelco, Sunbeam and Wearever in other classifications.

What makes the Outlet Mall Network unique is its physical and operating format, reports Gray, who came up with the idea of going discount on television. His new company, with seed money of \$ 5 million, is housed in the Sarasota Main Plaza, a former enclosed shopping mall with 100 spaces for stores. It's been vacant for five years.

The company took over the mall last year and the stores are being converted to individual "TV showrooms" for companies signing on for airtime on the Outlet Network. Gray explains, "Manufacturers will take space in the mall stores, which we're outfitting as TV showrooms. The showrooms or stores will be closed to the

public."

The stores themselves will be the TV sets or environments for each segment, and hosting the shows will be personalities known to people who buy on HSN. Included are Gary McTague, Kelli O'Shaughnessy, Stella Riches and Chuck Spieser.

Gray continues that the outlet shows are expected to be seen by "millions of viewers" on round-the-clock weekend shows, a time slot favored by weekend warrior stores when most people shop. The Outlet shows are slated to run on Saturdays and Sundays only.

He points out that manufacturers will "pay" for their airtime by leasing space in the former mall stores. The cable operators, as they're called, will receive upfront payments of up to 8 percent of the cost of merchandise sold and revenue-sharing guarantees.

Another big difference between the regular-priced TV shopping shows and the Outlet Mall Network is the way in which the merchandise will be handled. Gray says, "We are a manufacturers' cable network. We will not buy any product. Our sole job is to promote and feature major brand manufacturers on our network. The manufacturer will lease a mall site from us which will act just like an interactive Web site. The showroom or sites will be seen on the network and the companies can select the time and day they want to appear."

Gray adds, "We feel that manufacturers have been afraid to put their product on TV shopping shows because of the lack of control of presentation, positioning and pricing. This is what we're going to give them. They'll have complete control of everything."

His company, meanwhile, has hired on a team of pros who know the ins and outs of TV shopping and how to get the merchandise to the consumer. There's Philip Kophn, executive vice-president, operations, who spent the last 10 years in the home shopping business and formerly served as purchasing executive with HSN.

Kophn points out, "A name brand merchandiser can now hit markets all over the country from one showroom in Sarasota rather than incurring the expense of building and operating stores in many markets." Gray adds the Outlet shows will reach communities that are too small to support an off-price center of their own.

As for the structure of the shows, Kophn notes, "We will provide merchandisers with the opportunity to own 15- to 30-minute segments each week and set their own retail prices. This is an advantage not available on any shopping network."

This, he notes, compares to the policies of the established TV shopping shows that have their own staffs to buy and price merchandise, often without the approval of the manufacturers involved.

"Each company will be able to demonstrate and sell its products from the leased store site and deliver the merchandise directly from its own plants or warehouses."

Gray says the company is presently going after the top men's and women's apparel makers. "We'd love to have Tommy Hilfiger, Polo, **Nautica**, Bally, Ann Taylor, etc. If they have outlet-store experience, that's great. But our network gives them the opportunity to reach many smaller markets for the first time."

Gray comes to TV home shopping with strong credentials in the infomercial direct-response business. He had his own television agency that was involved with ADM (advantage direct marketing) commercials. He produced "1-8001" direct response commercials, bought airtime, established order processing, etc.

He reports his outlet shopping project took shape 14 months ago and the leasing of mall sites was opened to manufacturers this spring. Our first job was to acquire airtime and cable affiliates around the country and also work out the details of our occupancy in the mall."

As for the Outlet Mall's own Infrastructure, Gray says one-third of the management team is former FedEx vice-presidents who will establish an Information system linkup with manufacturers. Here's how the shows work: A consumer calls a central 1-800 number, the order is then processed and forwarded electronically directly to the manufacturer, who will then drop ship the merchandise to the consumer."

Discussing the show biz part of the TV shopping shows, Gray says a series of network launch parties are planned for June 27, along with interview shows at the affiliates around the country, TV spots and heavy advertising in TV Guide.

Plenty of celebrities are in the offing, too, such as Steve Lawrence and Eydie Gorme, who are already under contract to a top manufacturer and, Gray says enthusiastically, "We expect our vendors to sign on many more names who are well known to the American consumer."

**GRAPHIC:** Illustration; PhotographENGLISHGeneral; Trade

**SIC:** 4841 Cable and other pay TV servicesTI File 148

**LOAD-DATE:** April 24, 1997

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*MARKETING MORE JACKIE O.: Tampa Tribune (Florida) May 1, 1996, Wednesday,*

Copyright 1996 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

**May 1, 1996, Wednesday, FINAL EDITION**

**SECTION:** BAYLIFE, Pg. 2

**LENGTH:** 736 words

**HEADLINE:** MARKETING MORE JACKIE O.:

**BYLINE:** Compiled by RENEE GARRISON

**BODY:**

It's pearl-clutching time. If you didn't get a piece of the Jacqueline Bouvier Kennedy Onassis legend at the four-day auction of her estate last week, jewelry designers want to make sure you won't be crying in your hankie for years to come.

In the fall at a store near you, there will be Jackie-inspired large costume brooches, rings and, oh yes, three-strand pearls.

Will Jackie O.'s pearls sweep aside the ubiquitous Y-necklace? Some jewelers point to the 1987 sale of the Duchess of Windsor's jewelry at Sotheby's, which spurred interest in large accessories.

On Friday, QVC was already on the air with a replica of a brooch by Lane that sold at auction on Thursday. The cable TV shopping channel, which gave a mini-history of the original brooch, got 3,700 orders at \$ 98 each, says Darlene Daggett, an executive vice president for QVC.

Source: The New York Times - RETURN OF THE ACCESSORY: Are accessories, those most beleaguered of fashion elements, poised to make a comeback? Several influential designers added one flamboyant piece to a given outfit on runways this spring.

Jewelry designers hope they are witnessing a budding trend that will blossom next year.

At Gucci, Tom Ford accessorized with smooth silver chains and cuffs. Donna Karan added Angela Pintaldi's crystal, amber and aquamarine rings or ropes of beads; Michael Kors had smooth cuffs designed by Robert Lee Morris, and Ralph Lauren sparked his gowns with bold wrist cuffs and his "Savile Row rocker" looks with showy pinky rings.

However, it may take a while before the message reaches consumers. "When the (magazine) editors stopped showing jewelry, it took at least a year for that to hit home," says Gerard Yosca, a jewelry designer, who adds a thought on the renewed interest: "We have to remember these people also have a jewelry business, and if they don't show jewelry they don't sell it."

Source: Chicago Tribune - HOT FOR SPRING: Skip the stiletto heels and dressing in head-to-toe black. The news this season:

\* Cigarette pants (pleat-free and very slim, not smoking apparel)

\* Shells (as in sleeveless tops)

- \* Hairpieces
- \* Tropical "Hawaiian shirt" prints for apparel
- \* Anything green (lime is hot, pale mint will do, gray-greens for interiors)
- \* Zebra prints (newest from the jungle )
- \* Jumpsuits (think of "Charlie's Angels" and the "Bond girls")
- \* Blond or light woods
- \* Sparsely furnished rooms
- \* Slipcovers
- \* Mismatched, creative table settings

Source: Seattle Post-Intelligencer - **NAUTICA NEWS: Nautica**, a line best known for sports clothes with a classic upscale twist designed with a sailing theme, is going full steam with an active-wear line, **Nautica** Competition.

**Nautica** President David Chu says he studied track and field, cycling, running and workout needs to come up with appropriate fabrics. Nautex repels water and wind and is breathable. Nautech fleece is lightweight for layering and wicks moisture.

The group includes separates such as running shorts, camp shorts and swim trunks. Priced from \$ 38 for a tank top to \$ 250 for an outerwear jacket, it is at department stores that carry **Nautica**.

Source: Kansas City Star - **MOTHER'S DAY: Does Mom have a sweet tooth?** Send her a 6-pound, 7-inch cheesecake from New York's Stage Deli (\$ 34.95). Last month, the Stage Deli introduced its first mail-order catalog. Now you can sample authentic Stage Deli bagels, nova lox, corned beef and pastrami without a trip to the Big Apple.

The 59-year-old Stage Deli, located on Seventh Avenue, has a reputation for overstuffed sandwiches named after celebrities. The celebrity sandwich tradition began in 1937, when Russian Immigrant Max Asnas began inviting famous friends such as Jack Benny, Carole Lombard and Groucho Marx to invent their own sandwich combinations.

Call 1-800-782-4369 for a free catalog.

Source: The Journal-Bulletin - **NOVELTY PINS: Whimsical pins with flowers or other decorative motifs** add eye-catching appeal to shirts, sweaters and jackets.

Talbots Accessories & Shoes Spring Preview catalog features potted geraniums in 22 karat electroplate with enamel details for \$ 28 as well as a silk, cotton and velvet spring bouquet pin for \$ 24. Pins are an inexpensive way to update your spring/summer wardrobe and add personality.

To order, call 1-800-825-2687.

Source: Talbots

**GRAPHIC: PHOTO,**  
Floral pins update spring and summer wardrobes.

**NOTES:** NOTE; PERSONAL SHOPPER NEWS YOU CAN USE

**LOAD-DATE:** May 3, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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**COMPETITION: NAUTICA TARGETS GYM RATS WITH ACTIVEWEAR LINE** *St. Louis Post-Dispatch (Missouri)*  
*May 2, 1996, Thursday, FIVE STAR LIFT Edition*

Copyright 1996 St. Louis Post-Dispatch, Inc.  
 St. Louis Post-Dispatch (Missouri)

**May 2, 1996, Thursday, FIVE STAR LIFT Edition**

**SECTION:** STYLE WEST; Pg. 13

**LENGTH:** 119 words

**HEADLINE:** COMPETITION: **NAUTICA** TARGETS GYM RATS WITH ACTIVEWEAR LINE

**BYLINE:** Jackie White 1996 Kansas City Star

**BODY:**

THE FITNESS rage does go on.

More proof now comes from **Nautica**, a line best known for sportswear with a classic upscale twist designed with a sailing theme. The company is going full steam with an activewear line, **Nautica Competition**.

David Chu, president of **Nautica**, maintains that he studied track and field, cycling, running and workout needs to come up with some appropriate fabrics. Nautex is water-and wind-repellent and breathable. Nautech fleece is lightweight enough for layering and wicks moisture.

The group includes separates, such as running shorts, camp shorts, cycling shorts and swim trunks. Priced from \$ 38 to \$ 250, the line is available at department stores that carry **Nautica**.

**GRAPHIC:** PHOTO; (1) Photo - LEFT: Lightweight, breathable fabrics were key to **Nautica's** activewear line. (2) Photo - RIGHT: **Nautica's** new track-and-field designs carry the **Nautica Competition** logo. (3) Photo - The Commander bathrobe, by **Nautica**, comes with a boldly notched collar and patch pockets.

**LOAD-DATE:** May 2, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Timberland Eyes Bolder Retail Setup BRANDWEEK formerly Adweek Marketing Week May 6, 1996*

Copyright 1996 A/S/M Communications, Inc.  
BRANDWEEK formerly Adweek Marketing Week

May 6, 1996

**SECTION:** MERCHANDISING; Pg. 16

**LENGTH:** 332 words

**HEADLINE:** Timberland Eyes Bolder Retail Setup

**BYLINE:** By Matthew Grimm

**BODY:**

Timberland is stepping up a pitch to retailers of a more cohesive merchandising package, anchored by instore concept shops, as it looks to better present its full apparel and footwear line where the consumer shops.

Timberland has created a package of woodsy display systems, including log-cabinesque panels, with which it hopes to create a bolder brand statement at retail. The company is telling retailers that the establishment of Timberland concept shops has upped sales by 50-100% in initial stores by staging the brand in an environment that leverages its rugged outdoor equity through its entire line, including its growing apparel business.

"We design our lines from a presentation point of view," said Greg VanWormer, svp-apparel, retail and marketing. "So to do that and not actually have that presentation play out on the floor is really defeating the purpose of the line. This is key to doing business in collection sportswear. If you can't pull your product line together in a compelling way, you're going to get lost."

Timberland last week unveiled an activewear line, adding to an apparel business that accounted for a quarter of its \$ 655 million in sales in 1995, up from 19.4% in '94.

Such brands as Tommy Hilfiger, Ralph Lauren and **Nautica** have made big footprints in department stores and Timberland itself currently has about 100 major accounts with brand shops -- such as 1,000 square feet in Dillard's in Cleveland and 900 in Macy's flagship New York store -- in addition to some 20 standalone stores.

The company is shooting for concept areas in upwards of 400 major accounts by year-end and at least some brand display representation in the balance of its 3,200-store distribution loop. It is offering a menu of modular merchandising packages, for spaces as small as store corners and shop designs starting at 300 square feet. For its sporting goods accounts, the display system simply loses the wood to become a stone and metal gym-like display.

**LOAD-DATE:** May 13, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*Foot in mouth disease right on the mark South China Morning Post (Hong Kong) May 10, 1996*

Copyright 1996 South China Morning Post Ltd.  
South China Morning Post (Hong Kong)

May 10, 1996

**SECTION:** Lai See; Pg. 12

**LENGTH:** 724 words

**HEADLINE:** Foot in mouth disease right on the mark

**BYLINE:** Nury Vittachi

**BODY:**

The recent rash of anti-male mail conjured up grim memories for Mark Livesey, Hong Kong sports promoter. Two weeks ago he was at the International Triathlon in Tai Po to check out the competition and try to chat up the TV people, so they would cover next week's **Nautica** Triathlon, with which he is involved.

He chanced upon the tall, blonde Fiona Carver from TVB's Citylife, and immediately set about impressing her with his wit and charm, not an easy thing to do at 6 am, even for garrulous Mark.

He decided to delight her with his Essex girl jokes.

Fiona listen politely and then informed him: "I was born and raised in Essex."

That dropped brick in turn brought back memories of the time Mark was at the Hebe Haven Yacht Club in Sai Kung in September last year.

Mark chatted loudly about the extraordinary case of the gweilo civil servant featured in the South China Morning Post that morning, who was in trouble for having unexplainable assets of over \$ 7 million.

"What a joker," Mark laughed. "Says his wife deposited the money in his account and then disappeared. Ha ha!"

He then noticed that everyone had moved away from him except one individual, who put out his hand and said: "Hello. My name's Clive Holgate." The office of Hong Kong's Postmaster General made an announcement yesterday about new sheets of stamps: "The \$ 10 definitive stamp depicted on the sheetlet is green in colour which is different from the brown colour of the current \$ 10 definitive stamp." Everybody got that? Brown things and green things are different colours. One's brown and one's green. Thanks, PG! Paul Moyes of Coopers & Lybrand in Hong Kong tells me that there is a Correctional Services Department officer, who presumably is employed to show prisoners the error of their ways, called Wong Wai-man.

He also knows of an executive of the Official Receiver's Office (the agency responsible for monitoring the affairs of liquidated firms) called Monita Yu.

I'm assured that there was once an undertaker in the United States whose real name was Fillmore Graves.

But the chap I really feel sorry for is the real-life American detective whose given name is Bond.

James Bond. A Hong Kong firm called JourneySafe Travel Center has been writing to all its contacts. The letter is headed, in large print: "A Brief Massage From the JourneySafe Travel Center to All of Our Loyal Agents." I could do with a brief massage myself. Developers in Hong Kong deliberately mis-count floor numbers on half-erected buildings to fool ghosts, readers tell me in response to the photograph on this page on Wednesday. Evil spirits, finding that there are no floors labelled 4, 13, or 14, allegedly get confused and go away. If I were an evil spirit I'd get myself a good libel lawyer. Bill Steig of Beijing was reading in this newspaper that Wong Kwai-nam, that twisted, hate-filled individual in the recent poison-pen saga, likes modern rock music, specifically that hot new British band Radiohead. "No doubt the lyrics to their song Creep have taken on a new meaning behind bars," said Bill.

I'm a creep

I'm a weirdo

What the hell am I doing here?

I don't belong here.

I'm very fond of that song myself, actually, Bill. Jeremy Taylor of Cheung Chau was chuckling over the story in this column last week about Stuart Allen having been given the Hongkong Telecom Magicstar number 4444 (four implies death in Cantonese numerology).

Then he noticed that his own number ended with four. So he flicked through his phone book. Virtually every gweilo neighbour of his on the island had a number ending in four.

"Even Lai See's number ends in four," he said.

There's only one possible explanation to the cool, detached, modern, scientific mind. The Hongkong Telecom computer, which supposedly doles out the numbers at random, is inhabited by a malevolent ghost with a secret agenda to curse foreigners.

From US commentator Dennis Miller: "After noticing years of strange and erratic behaviour, David Kaczynski turned in his brother Theodore as being the suspected Unabomber. Wow, turned in his own brother . . . C'mon Tito, C'mon Jermaine . . . you can do it." Engineer Roger Longbottom writes to tell me that the book Only in Hong Kong, written by some inconsequential prat, can be found in Sha Tin library under "Geography".

**GRAPHIC:** Stamp it out-As a gimmick, China Entertainment Television released "personality stamps" showing its presenters, and the time of their shows. Oops. The company's Hong Kong based chairman, Robert Chua, yesterday received a letter from Guangzhou - with the stickers used instead of real stamps. The letter was franked by the postal authorities and delivered on time.

**LOAD-DATE:** May 11, 1996

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) [1]

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*It's Full Steam Ahead For Nautica's Course DNR May 16, 1996*

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Business and Industry

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DNR

May 16, 1996

**SECTION:** Pg. 5; ISSN: 1092-5511

**RDS-ACC-NO:** 577691

**LENGTH:** 849 words

**HEADLINE:** It's Full Steam Ahead For **Nautica's** Course

**HIGHLIGHT:**

**Nautica** Enterprises Inc Intends to open 156 in-store shops and 10-12 outlet stores in 1996

**BODY:**

**Nautica** Enterprises Inc. plans to keep rolling along in fiscal 1996, opening 156 in-stores shops, expanding 159 in-store shops and opening 10 to 12 outlet stores. **Nautica's** new licensed lines include a men's tailored clothing line that was introduced this spring, a woman's apparel line slated to debut in August and an infants'/toddlers' line to hit stores in early 1997. **Nautica** will announce a licensing agreement for home furnishings in the next 60 to 90 days. The firm still sees the potential for 1,500 shops. Last year, **Nautica** added 150 shops to end with 885 in operation. The 159 stores set for expansion include 46 new mega-shop concepts that range from 2,200 to 3,000 square feet (versus **Nautica's** typical in-store shop, sized between 600 to 1,000 square feet). Meanwhile, **Nautica's** outlet stores -- which average between 2,400 to 5,700 square feet -- continue to generate double-digit, same-store sales gains, according to Pennington. The outlets average sales of \$440 per square foot while costing only \$40 per square foot to open. **Nautica** currently operates 38 outlet stores and plans to open between five to 10 stores annually over the next five years. The outlet mix consists of 35 percent excess inventories and 65 percent key items from the prior year. In its fiscal year ended Feb. 24, **Nautica's** earnings climbed 33.4 percent to \$31.9 million, or \$1.50, from \$23.9 million, or \$1.15. Sales increased 22.2 percent to \$302.5 million from \$247.6 million.

**Nautica** Enterprises Inc. plans to keep rolling along in fiscal 1996, opening 156 in-stores shops, expanding 159 in-store shops and opening 10 to 12 outlet stores. "If you look at 1997, the outlook for the year is excellent," said Donald W. Pennington, vice-president and chief administrative officer. "We feel we are positioned for strong growth in the coming year."

Also speaking was Harvey Sanders, **Nautica's** chairman and president, who said profits in the licensing area this year will be slowed by start-up costs as several new lines are launched.

**Nautica's** new licensed lines include a men's tailored clothing line that was introduced this spring, a woman's apparel line slated to debut in August and an infants'/toddlers' line to hit stores in early 1997.

"All this is being done so that 1998 will be a very good year for licensing," Sanders said. He noted that licensing revenues last year almost doubled to \$2.2 million from \$1.2 million.

Sanders also said he anticipates that **Nautica** will announce a licensing agreement for home furnishings in

the next 60 to 90 days.

Pennington, who conducted most of **Nautica's** presentation, said 156 in-store shops will increase **Nautica's** in-store shop count to 1,077. He said **Nautica** still sees the potential for 1,500 shops. Last year, **Nautica** added 150 shops to end with 885 in operation.

The 159 stores set for expansion include 46 new mega-shop concepts that range from 2,200 to 3,000 square feet (versus **Nautica's** typical in-store shop, sized between 600 to 1,000 square feet).

Pennington predicted that each mega-shop would achieve sales in the range of \$2.5 million to \$3 million, with dollars per square foot expected to be between \$880 to \$1,000. The larger stores allow the company to better display **Nautica's** multiple looks while using high-tech fixtures.

**Nautica** Competition, introduced in spring 1995, is seeing a "strong consumer response" and will be featured in separate sections in the mega-shops," Pennington said.

Overall, **Nautica** increased its doors last year to 1,240 in the U.S. from 1,102, and anticipates reaching 1,342 by the end of the current fiscal year ending in February 1996. Pennington said **Nautica** still sees the potential to be in 1,800 doors.

Meanwhile, **Nautica's** outlet stores -- which average between 2,400 to 5,700 square feet -- continue to generate double-digit, same-store sales gains, according to Pennington. The outlets average sales of \$440 per square foot while costing only \$40 per square foot to open, he noted.

**Nautica** currently operates 38 outlet stores and plans to open between five to 10 stores annually over the next five years. The outlet mix consists of 35 percent excess inventories and 65 percent key items from the prior year.

Internationally, **Nautica** has 58 freestanding stores operating under license as well as 145 in-stores shops. New stores will be introduced in Chile, China, Costa Rica and Mexico this year.

The new **Nautica** women's wear line has been well received by retailers, and will be rolled out into 100 to 150 new in-store shops, up from previous estimates of 50 to 75 shops.

The better-to-bridge collection, being produced through a licensing agreement with Bernard Chaus, is slated to hit stores by the beginning of August, with a marketing campaign to begin in July, Sanders said.

In its fiscal year ended Feb. 24, **Nautica's** earnings climbed 33.4 percent to \$31.9 million, or \$1.50, from \$23.9 million, or \$1.15. Sales increased 22.2 percent to \$302.5 million from \$247.6 million.

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** DNR

**LOAD-DATE:** September 22, 2004

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*UNDER THE GUN AT DAYTON HUDSON Business Week May 20, 1996*

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Business Week

May 20, 1996

**SECTION:** PEOPLE; Number 3476; Pg. 66

**LENGTH:** 1245 words

**HEADLINE:** UNDER THE GUN AT DAYTON HUDSON

**BYLINE:** By Susan Chandler in Minneapolis

**BODY:**

When Linda Ahlers was named head of hard goods at Dayton Hudson Corp.'s fast-growing Target Stores division in 1993, she surveyed her domain and made a command decision. The pink-handled tools had to go. The idea was great -- hammers and screwdrivers with handles that fit a woman's hand. "But pink was going too far," says Ahlers. The women's tools stayed, but the Pepto-Bismol grips were history, replaced by strong colors such as red and blue. The upshot: a double-digit increase in the sales of the tools.

Ahlers is going to need that keen merchandising sense as she plunges into her biggest job yet. In March, the 45-year-old Ahlers was named president of Dayton Hudson's lagging \$ 3.2 billion department store division. Her marching orders: Pump up sales and profits fast. That would be a tall order even for a department store veteran, but Ahlers has spent the past 19 years in the discount store arena, where price matters more than what designers are showing on Seventh Avenue. She isn't fazed. "The core elements of successful retailing are the same," she says.

She'd better be right, because she doesn't have the luxury of a long learning curve. For two years, Wall Street has been calling for Minneapolis-based Dayton Hudson to sell off its 64 upscale Midwest department stores -- including the Marshall Field's, Dayton's, and Hudson's chains -- to fund faster growth at discounters Target, where sales and profits have been booming.

The pressure continues to build: In April, J.C. Penney Co. confirmed it had made a \$ 6.8 billion offer for all of Dayton Hudson in February but had been rejected. The move was seen as a sign of how undervalued the company is. "When someone lobs a takeover bid across your transom, and the offer is coming from one of the most conservative corporations in the country, it really gets your attention," says Sanford C. Bernstein & Co. analyst David A. Poneman.

Ahlers' boss and mentor, Dayton Hudson Chairman Robert J. Ulrich -- who built Target into a powerhouse -- is determined not to break up the company. But he needs better results from Ahlers to buy time with shareholders. The company's stock has been mostly lackluster since 1991, although it has risen 25% since January, to a high of 97 7/8, spurred in part by news of Penney's bid. Even at that price, however, the stock is up only 13% from two years ago. "Everyone who owns the stock would like to see them do something," says one major shareholder.

No wonder: The department stores' profits fell 32% last year, to \$ 184 million, and were almost flat in 1994, evidence that customers were rejecting a 1994 shift to a "value" strategy emphasizing cheaper goods. The company's 295-store, moderate-priced Mervyn's division fared even worse, with 1995 profits down 51%, to \$ 100 million. Overall, Dayton Hudson's earnings fell 28% last year on a revenue gain of

10%, almost all of which came from Target. INNER CIRCLE. Ahlers does not have much of a chance, many outsiders say. Under pressure to cut millions in costs, she spends hours in meetings and poring over spreadsheets, not scouring the globe for snazzy goods. But insiders say her quiet determination, proven merchandise sense, and team-building skills made her the best person to take over after the abrupt resignation of longtime department store Chief Executive and President Stephen E. Watson, who was popular with subordinates but clashed with Ulrich.

Ahlers is one of the few women in Ulrich's cigar-smoking inner circle, and she earned her place as one of the "Target Boys" by getting results. Growing up in tiny Weyauwega, Wis., where her father ran a farm supply store, was great preparation. "He was really good with people, able to size them up and know who to take risks on," she says. At Target, where she rose from ready-to-wear buyer in 1977 to senior vice-president of hard lines in 1993, she took her own risks, expanding micromarketing so each store has items tailored to the local market. She also put the pharmacy business in the black and boosted sales by revamping merchandising.

Ahlers affects a low-key style. She eschews contact lenses for glasses and favors pants outfits for the office. Rather than bring in new blood, she's trying to achieve her turnaround with the existing staff. "I told my team, 'I want you to figure out the solutions. That empowers you,'" says Ahlers, whom colleagues describe as unpretentious and reserved.

Still, she's already making her mark. She has brought in a greater assortment of popular men's lines, such as Tommy Hilfiger and **Nautica**, and she created a boutique for eye-catching children's clothes called Angellini. "We know we need to add back the distinctive merchandise," she says.

Ahlers says she's already seeing positive results from upgrading apparel but concedes that a full-scale turnaround will take over a year. Some customers already have been won over. Helen Charchut of Park Ridge, Ill., says she stopped going to Marshall Field's three years ago because the merchandise became dowdy. On a recent visit, "I found everything I needed," she says. "But more important, the attitude of the sales staff had changed. What a difference!"

As a department store shopper herself, Ahlers says she had noticed it was "getting harder to shop" because of a lack of knowledgeable salespeople. So Dayton Hudson store managers and, eventually, sales clerks will go through customer-service training. Shoppers are now called "guests," a service-oriented term Ahlers learned at Target, which in turn adopted it from Walt Disney Co.

Ahlers knows she must do the most fence-mending at Field's. She has rebuilt a Chicago-based buying staff to boost fashion content and has restored the chain's trademark forest-green shopping bags. The buying staff had been disbanded to cut costs after the chain was bought for \$ 1 billion in 1990 from Britain's BAT Industries PLC. And the bags were changed to recycled brown paper. Thousands of shoppers wrote to complain about the bags and a decline in service. POT OF GOLD. Ahlers' task would be easier if she had money to throw around. But Dayton Hudson has pledged to cut \$ 170 million in costs over the next two years. More than half will come from Mervyn's, but the already pared-down department stores must pony up, too, even as the sales staff is increased by 10%.

Those who know Ahlers say she's up to the challenge. She's used to working more than 70 hours a week -- even more during Minnesota's long winters, when "I hunker down and put the burn on," she says. And she hasn't been afraid to make some unconventional personal choices to accommodate her career. When she was in her mid-30s, she and her husband, Steve, chose not to have children because of her frequent travels. Five years ago, Steve, whose job managing a kennel occupied him nights and weekends, quit to run their home. "We didn't need the income," says Ahlers. "We needed the time."

For all Ahlers' efforts, many experts believe Dayton Hudson's regional department store empire will belong to somebody else in a few years. The stores are "an undervalued jewel," says retail consultant Alan Millstein. "They are the last pot of gold for May Department Stores or Federated to pick off to complete their national expansion." With that kind of pressure, this understated Midwesterner is going to have to produce some pretty flashy results to keep Dayton Hudson in one piece.

URL: <http://www.businessweek.com/index.html>

**GRAPHIC:** ILLUSTRATION: CHART: BLUNDER: A SHIFT TO A VALUE-ORIENTED STRATEGY IN 1994  
ALIENATED LOYAL CUSTOMERS AND TORPEDOED PROFITS CHART BY ALAN BASEDEN ; PHOTOGRAPH: A  
'TARGET BOY': AHLERS HAS 19 YEARS OF DISCOUNT STORE EXPERIENCE DOUG KNUTSON

**LOAD-DATE:** May 16, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*WHITE FRIGHT;GET OVER IT, GUYS;OK, MEN, THE FASHION WORLD IS SUGGESTING YOU TRY WHITE TONAL DRESSING -;DIFFERENT SHADES OF WHITE IN THE SAME OUTFIT. CAN YOU HANDLE THIS? Sun-Sentinel (Fort Lauderdale, FL) May 26, 1996, Sunday,*

Copyright 1996 Sun-Sentinel Company  
Sun-Sentinel (Fort Lauderdale, FL)

May 26, 1996, Sunday, ALL EDITIONS

**SECTION:** LIFESTYLE, Pg. 3E

**LENGTH:** 476 words

**HEADLINE:** WHITE FRIGHT;  
GET OVER IT, GUYS;  
OK, MEN, THE FASHION WORLD IS SUGGESTING YOU TRY WHITE TONAL DRESSING -;  
DIFFERENT SHADES OF WHITE IN THE SAME OUTFIT. CAN YOU HANDLE THIS?

**BYLINE:** ROD STAFFORD HAGWOOD; Fashion Editor

**BODY:**

Women are used to white.

Women know how to work white.

Women know the rules of wearing white.

Men draw a blank when it comes to blanc. But they better get schooled, because this summer season Seventh Avenue is suggesting men try white tonal dressing - different shades of white in the same outfit.

"There were two white focuses with the spring/summer season," said Tom Julian, menswear correspondent for the syndicated television show Main Floor (Saturdays at 8:30 a.m. on WPEC-Ch. 12 and at 1 p.m. on WTVJ-Ch. 6).

"There were synthetics and the French terry cloth. That's what made it novel as never before," Julian said. "I was just in the Donna Karan shop and she's showing this tissue-weight nylon in things like a zip jacket and these French terry tops and body-conscious pseudo sweaters - all in white."

Julian said he saw white tonal dressing in the Milan menswear collections of Dolce & Gabbana, Anthony Tarassi and Krizia. In the United States, Joseph Abboud and Calvin Klein's CK line used white the most.

"I'd say the biggest was Donna Karan's DKNY," Julian said. "Austyn Zung did a lot of white in viscose and nylon. I think a lot of it has to do with that athletic thing. And Tom Cruise is wearing a lot of white - particularly a white tank - on magazine covers like US and Vanity Fair."

For this past fall, Wolfgang Joop got the white wash started with winter white two-piece suits in gabardine and cashmere.

For this summer, Calvin Klein showed "smoke" nylon stretch knit zip-front jackets over matching flat-front



trousers in wool. In his less expensive CK line, Klein polished and glazed his acetate, nylon and cotton twill fabrics so they have an iridescent sheen and mix effortlessly with each other - the texture was different, but the hue was white from head to toe.

Barry Bricken showed white drawstring trousers under everything from beige nylon jackets to off-white linen blazers.

Eddie Rodriguez for the summer Wilke-Rodriguez line says that the foundation for his collection is a white shirt - which he mixes with anthracite and talc-colored drawstring pants.

Wearing white - which is the absence of all color - has a lot of emotional impact says Christine Sherlock, an image consultant in town promoting her book *Color Me Beautiful's Looking Your Best* (Madison Books, \$ 14.95).

"The positive side is that white is seen as clean, fresh and pure," Sherlock said. "The negative is that it's clinical, sterile or cold."

Sherlock said the key to white tonal dressing is - as it is with any hue - to find the most flattering shades. Here are some guidelines: -- Pure white looks best on men with very dark hair or silver hair. -- A soft white (or off-white) is best on people with medium brown to dark blond or gray hair. -- Creamy white (or Ivory) is best on redheads and golden blonds.

**GRAPHIC:** PHOTOS 4, (color) LEFT: Calvin Klein's sand zip-front lambskin jacket (\$ 950) with a white viscose V-neck sweater (\$ 380) and talc linen flat-front trousers (\$ 250) at Saks Fifth Avenue.; (color) Nylon bomber (\$ 125) with a white cotton mock (\$ 89) and white terry sweats (\$ 65) by David Chu for the **Nautica** Competition line at Bloomingdales, Dillards, Burdines, Macy's and Lord & Taylor.; (color) TOP LEFT: Wolfgang Joop, who got the white wash started last fall, offers suits retailing between \$ 600 and \$ 3,000 at Adam Ross/Galleria, Punch in Boca Raton and Trillion in Palm Beach.; (color) ABOVE: From Donna Karan's DKNY collection, shirt (\$ 125), double breasted cotton/rayon jacket (\$ 395) and matching trousers (\$ 225) at Saks Fifth Avenue; Bloomingdale's and Neiman Marcus.

**LOAD-DATE:** May 26, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Merging Synergies BRANDWEEK formerly Adweek Marketing Week May 27, 1996*

Copyright 1996 A/S/M Communications, Inc.  
BRANDWEEK formerly Adweek Marketing Week

May 27, 1996

**SECTION:** BRAND BUILDERS; Tie-Ins; Pg. 20

**LENGTH:** 572 words

**HEADLINE:** Merging Synergies

**BYLINE:** Steve Gelsi

**BODY:**

Program: *Lexus Coach edition ES300*

Marketers: *Lexus, Torrance, Calif., Coach, New York*

Agency: *Team One, Los Angeles*

Key players: *Lexus: Jim Press, svp/gm; Steve Sturm, corp mktg mgr; Coach: Lew Frankfort, chairman/ceo; Jon Bernstein, svp-mktg; Team One: Tom Cordner, exec crtv dir/co-chair; Mark Monteiro, crtv dir; Laura Sweet, sr art dir; Rob Schwartz, sr cpywrt*

Lexus' top-seller was a little tired when it turned five this year, so the luxury car marketer turned to a 55-year-old brand to reinvigorate its own sales. The ES300 sedan has been Lexus' biggest breadwinner, with sales up 6.1% last year. But competition from BMW and Mercedes has toughened, cutting ES300 sales 4.2% in the first quarter.

To reestablish Lexus' positioning and give the brand a spark, corporate marketing manager Steve Sturm created a co-branding partnership with Coach, marketer of luxury leather goods. Sturm negotiated the deal early this year, and last month Lexus unveiled the Lexus ES300 Coach edition.

"We merged our synergies," Sturm said. "We both have a high image value and a reputation for quality."

The special-edition ES300 comes with Coach leather seats, a CD player, moonroof, Coach-branded headrest, wood door trim, Enkel wheels, plus a pair of Coach Cabin Bag suitcases. The ES300 owners manual comes wrapped in Coach leather. That's about \$ 5,000 worth of options. Priced at \$ 35,000, the Lexus ES300 Coach edition costs only about \$ 2,000 more than a standard LS 300.

For its part, Coach gets exposure through Lexus' estimated \$ 5 million TV campaign that runs through June, and brochures mailed to 1.2 million luxury car owners.

One TV spot showed a ES300 Coach edition making the landscape more beautiful as it rolls by. A second, funded by Lexus dealers, showed the car cruising down Rodeo Drive and plays up the car's price value. Lexus agency Team One, Los Angeles, handles.

Lexus built 4,900 Coach cars, and sold about 700 in its first two weeks. April sales are up from last year, and Lexus expects sales to grow stronger by the end of this month as more Lexus Coach editions reach showrooms. The car is on display now in selected Coach stores, and likely will appear in upcoming Coach catalogs. Coach collaborates with Lexus to source the leather used in the cars. The two also are exploring

whether to launch a line of co-branded merchandise.

It's the most ambitious automotive co-branding effort this year, but by no means the first. Ford in the early Eighties teamed with sportswear marketer Eddie Bauer to give a rugged outdoor positioning first to Bronco and later to its Ford Explorer sport utility vehicle. Lincoln-Mercury since 1993 has tied in with apparel marketer **Nautica** for its Villager minivan to give it a stylish, upscale positioning. And Chrysler gave Jeep an extra dose of the outdoors through a co-branding deal with Orvis Sporting Goods.

#### Dual Targets

Demos for Lexus and Coach align closely

##### **Lexus**

Headquarters: Torrance, Calif.

Sales: about 75,000 cars a year

Prices: \$ 32,000 to \$ 53,000

Target buyer: 40 to 50 years old; income, \$ 100,000 plus

Dealers: 173

Founded: 1989

##### **Coach**

Headquarters: New York

Sales \$ 400 million in 1995, wallets, handbags, briefcases

Prices: \$ 200 and up for briefcases

Target buyer: 22-plus, \$ 75,000-plus income

Dealers: 100 plus

Founded: 1941

Source: *Brandweek research*

**GRAPHIC:** Picture, Lexus ad dollars help boost Coach exposure too.

**LOAD-DATE:** June 05, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica Apparel, Inc Childrens Business June 1996*

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Business and Industry

Copyright 1996 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.

Childrens Business

June 1996

**SECTION:** Vol. 11, No. 6; Pg. 18; ISSN: 0884-2280

**RDS-ACC-NO:** 593696

**LENGTH:** 24 words

**HEADLINE:** Nautica Apparel, Inc

**HIGHLIGHT:**

Nautica Apparel has granted the Doe-Spun Group the rights to manufacture and market infants' clothing featuring the **Nautica** label

**BODY:**

Nautica Apparel, Inc. has granted the Doe-Spun Group the rights to manufacture and market infants' clothing featuring the **Nautica** label...

**TYPE:** Journal; News Brief; Fulltext

**JOURNAL-CODE:** CHILBUSI

**LOAD-DATE:** September 22, 2004

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Source: News & Business > Combined Sources > News, All (English, Full Text) [i](#)

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) [\(Edit Search\)](#) [Suggest Terms for My Search](#)

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*Ads help Vuitton chic reach a Flash point THE DALLAS MORNING NEWS June 5, 1996, Wednesday, HOME FINAL EDITION*

Copyright 1996 The Dallas Morning News  
THE DALLAS MORNING NEWS

June 5, 1996, Wednesday, HOME FINAL EDITION

**SECTION:** FASHION|DALLAS; REEL STYLE; Pg. 5E

**LENGTH:** 977 words

**HEADLINE:** Ads help Vuitton chic reach a Flash point

**BYLINE:** Robin D. Givhan, The Washington Post

**BODY:**

Louis Vuitton bags, one of the must-have status symbols of the '80s, and hip-hop legend Grandmaster Flash, who helped to originate socially conscious rap, have formed one of popular culture's sleeker symbiotic relationships.

The two are paired in a glossy new advertisement that celebrates the centennial of Louis Vuitton's distinctive brown-and-tan, monogram-print canvas.

Not too long ago, such a luxury-goods manufacturer would have been loath to associate its products with the often coarse swagger of a rapper. Upper-crust companies wanted to protect their glamorous images from being sullied by the streetwise. But the tide has turned. The street now has a cool, smart and hip mystique.

Street sells. Louis Vuitton wants in on the action.

The two-page ad features the master rapper, wearing a gleaming silver DJ headset, apparently contemplating some funky rhyme. A second photo shows him perched atop a Louis Vuitton limited-edition record box.

The use of just any of-the-moment rapper might bestow Louis Vuitton with a fleeting aura of cool. Rappers have the ability to make any product suddenly seem like the newest, hottest thing.

But this is one of the fathers of hip-hop giving his tacit endorsement of Louis Vuitton. Grandmaster Flash acts as a bridge between the 142-year-old luxury-goods manufacturer and a young, hip-hop crowd that holds the music's forebears in high regard.

His image equates LV with the early years of rap, instantly implying that it is beyond hip. The Grandmaster turns Louis Vuitton into an urban icon worthy of respect.

Signing the disc jockey for the three-day New York shoot took a bit of coaxing.

"I said, I'm not what you'd call professional-model material," he recalled later. A look at the record case won him over. "It's very nice. I wanted to take it home."

There were ground rules.

"I didn't want to wear any of that blush stuff. I said I'd shoot the picture if I didn't have to wear that."

The rapper selected his own wardrobe. "It had to look like me. I wasn't going to wear (anything) totally out of character."

The cube-shaped carrying case was created by Austrian designer Helmut Lang. He and six other designers were commissioned by Louis Vuitton to create some variety of bag using the company's signature fabric.

Designers Azzedine Alaïa, Romeo Gigli, Isaac Mizrahi, Sybilla and Vivienne Westwood all created ladies' purses. Manolo Blahnik made a modern vanity case "for when you go down to La Scala in Milan," said Jean Marc Loubier, the Paris-based head of communications for Louis Vuitton.

Each of the creations will be produced in limited quantities.

The company will manufacture only 50 of the record boxes.

The ads for the other objects feature professional models. "For the disc-jockey box, we thought we should work with a DJ," Mr. Loubier said. "Grandmaster Flash was very important in the scene."

The Bronx native helped to transform scratching and spinning records into a new musical genre.

And for a while, hip-hop and urban street culture loved Louis Vuitton.

"Most women that I told I was shooting the Louis Vuitton ad said, Wow, I remember when I had to have everything, the handbag, the wallet," said the rapper. "I had a Louis Vuitton bag myself."

It was a real big thing."

In the '80s an LV bag was the height of ostentatious style. The distinctive monogrammed designs filled counters at the toniest stores. The flashy, rich women who used them to accessorize their designer luncheon suits made the bags seem highfalutin and chic.

The young black girls who paired them with their door-knocker earrings and elaborately manicured nails made them hip and forged their connection to urban style.

Louis Vuitton became an icon of wealth, prestige and cool.

Soon, though, it became nearly impossible to walk through any street fair or neighborhood fashion joint without spotting imitations of the bags or strange appropriations of the monogram.

There were LV baseball jackets, jogging suits, fanny packs, baseball caps. Street vendors hawked faux Louis Vuitton paraphernalia along with incense, fake Rolexes and gold by the yard.

Counterfeiting had become an enormous problem for Vuitton, both in terms of image and sales. Ironically, the very design that the knockoff artists were copying had been created to deter imitators.

The company's namesake and founder was an innovative manufacturer of steamer trunks. He made stackable, flat-topped trunks instead of the standard rounded ones. The old, awkward versions had been designed for the open backs of carriages. The rounded tops allowed rain to run off.

The early Louis Vuitton trunks, covered in gray canvas, were such a hit that the unscrupulous began to copy them. The company altered the covering, hoping to stay ahead of its imitators.

Finally, Vuitton's son thought he'd solved the problem when he developed the brown canvas that bore his father's initials.

"He thought no one would dare copy the initials," said a company spokeswoman in New York. "It worked for about 80 years."

But in modern times, everything is grist for the popular-culture mill.

Louis Vuitton still maintains a reputation for expensive, well-made, sometimes gauche bags. A recent paparazzi shot shows Sharon Stone draped in a black Vera Wang gown, clutching a tiny LV barrel purse. Mouna Al-Rashid - one of the world's few couture clients and a conspicuous consumer - is photographed in Vanity Fair posing on a mountain of LV luggage.

But urban chic is now the province of names such as **Nautica**, Hilfiger, DKNY, Chanel and even Coach. Vuitton wanted this ad to be modern, young and knowing, Mr. Loubier said. Perhaps the disc jockey will put Louis Vuitton back on the shoulders and under the arms of urban trend-setters.

To be sure, the Grandmaster's \$ 5,400 record case is in the mail.

**GRAPHIC:** PHOTO(S): 1. Grandmaster Flash atop a limited edition record case. 2. Grandmaster Flash chose his own wardrobe for Vuitton ads.

**LOAD-DATE:** June 20, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*CROSSING OVER ; MEN'S WEAR STARS CATER TO WOMEN The Record June 6, 1996; THURSDAY; ALL EDITIONS*

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The Record

June 6, 1996; THURSDAY; ALL EDITIONS

**SECTION:** LIFESTYLE; Pg. H03

**LENGTH:** 421 words

**HEADLINE:** CROSSING OVER ;  
MEN'S WEAR STARS CATER TO WOMEN

**SOURCE:** Wire services

**BYLINE:** VALLI HERMAN, Special from The Dallas Morning News

**BODY:**

Rare is the woman who hasn't coveted an item of men's clothing for her own wardrobe. For most of womankind, fall will bring good news from some of the hottest names in men's wear.

David Chu for **Nautica**, Mossimo Giannulli for Mossimo, and Tommy Hilfiger have announced that they will introduce women's contemporary sportswear collections, modeled after their signature men's wear looks.

The Mossimo Woman collection expands the designer's urban styling and includes the basics, pima cotton T-shirts and denim jeans, to the edgier black rubber hipster pants, leather western shirts, laminated skirts, and lean shirts with retro stripes. Names for the debut fall groups give clues to their looks: Urban Spy, Mod Ska, and Seventies Downhill.

Mossimo Woman is the most affordable of the three new designer women's lines; average price per piece is about \$ 45.

The company, based in Irvine, Calif., has already ventured into the women's market with other collections, including Mossimo Swim and Mossimo Giannulli Swimwear, accessories, and body wear.

Hilfiger, after a failed go at women's wear in 1986, returns to it with hopes that his collection of casual and denim clothing will be as popular as his hugely successful men's line.

Hilfiger's new women's collection uses the same kinds of logo and sports gear themes that distinguish his men's wear. Early samples show denim jackets paired with striped cotton T-shirts and sequined skirts; flag-logo crew neck shirts or sweaters; Black Watch plaid dresses or blazers; and H-letter turtleneck sweaters. Typical prices: about \$ 78.



Hilfiger's women's collection is set to debut this fall, near the release of his first women's fragrance, Tommy Girl. If the women's collection hits critical mass, the designer may then expand to handbags, underwear, hosiery, and accessories.

**Nautica** designer David Chu offers a women's collection with all the high-performance features he's known for. In the fall lineup, he has made microfiber coats, stretch twill pants, wool and Lycra sweaters, Tencel jeans, and Nautech fleece headbands. Chu keeps to his signature bright red and royal color scheme but anchors them with basic black, camel, and white.

**Nautica's** women's line is the most expensive of the three new lines, registering as a bridge collection with prices at \$ 75 for a zip-neck top to \$ 300 for a nylon peacoat.

All the collections are scheduled to hit major department stores by late summer.

**GRAPHIC:** 3 PHOTOS 1 - DAVID CHU, Signature colors, plus  
2 - MOSSIMO GIANNULLI, The most affordable  
3 - TOMMY HILFIGER, Long on logos


**LOAD-DATE:** June 6, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*CURRENT Buffalo News (New York) June 9, 1996, Sunday, FINAL EDITION*

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Buffalo News (New York)

**June 9, 1996, Sunday, FINAL EDITION**

**SECTION:** LIFESTYLES, Pg. 3E

**LENGTH:** 623 words

**HEADLINE:** CURRENT

**BYLINE:** SUSAN MARTIN

**BODY:**

In the swim

Some kids live in swimsuits all summer long, and Lands' End, the catalog company, did some research to discover what colors they like best.

Their findings: For little girls, pink and purple are the hottest-selling colors and older girls prefer blue and green.

Young boys favor red as their No. 1 choice, followed by deep green. Their older brothers, however, steer toward cobalt blue first, then deep green.

A tip for parents: For kids on the constant move, Lands' End recommends finding a swimsuit with a modest cut -- one with more leg and seat coverage. Also make sure the suit's fabric isn't see-through when wet.

Summer setups

In celebration of the upcoming summer party season, we asked three local interior designers to describe their favorite way to set the table.

Janet Wetter, from Windows & More Interior Design, loves to drag the picnic table back in the garden and set it with cream-colored dishes patterned with oak leaves; big wine glasses, and table cloths fashioned from leftover decorator fabrics.

"It's not the perfect English garden setting from a Merchant Ivory film; it tends to get a little funkier than that," she said.

On the Fourth of July, things get patriotic. The centerpiece: a blue and white Delft container done up in daisies, petunias -- anything red, white and blue.

Maureen DeRose, of Maureen DeRose Interiors, goes for a fish theme at her beach house.

"I'm into whimsical, hand-painted things that are fun for summer. Forget elegant," she said.

To achieve the look, she chose white dishes edged in bright blue and yellow clown fish. Local artist Mary Quimby, of Secret Garden Enterprises, painted a large oak table fresh water blue, added a fish border to

match the plates, then finished the top with a white-wash glaze.

Ms. Quimby also white-washed the room, crafted 24 ceramic fish and attached them to the cove molding at the ceiling.

"I entertain every Saturday night, and it's fun in this fish room. I always have little seashells as favors in everyone's spot," Mrs. DeRose said.

For an added touch, she glues a rosebud surrounded by moss to each shell, then lights a cluster of fish-shaped candles after dark.

Katie Breidenstein, of Breidenstein Interiors, Orchard Park, likes laminated accessories in coordinating patterns for summertime entertaining.

"I carry a line of trays, bowls, ice buckets and place mats that can be laminated in any fabric -- wonderful for the outdoors. Instead of choosing the patterns that are out there, you can choose your own pattern," she said.

Not for men only

The designers behind two popular menswear labels -- Tommy Hilfiger and **Nautica** -- will soon be dressing women as well. David Chu, **Nautica's** president and designer, and Hilfiger both plan to introduce women's contemporary sportswear collections for fall.

Both collections will be modeled after the designers' menswear lines, using their signature logos, colors, fabrics, sport themes and so forth.

Also coming soon: Hilfiger's first women's fragrance, Tommy Girl.

Tell it like it is

An outsider's perspective is always welcome here. Elinor J. Brecher, who writes for the Miami Herald, recently shared these fashion guidelines:

Hosiery should not be darker than your shoes.

Half plucked-off nail polish is disgusting.

Under no circumstances may satin evening pumps be worn to the office.

Halter tops, short shorts and body-hugging garments are not for the adiposially challenged.

Bad taste is better than no taste.

Real is better than fake.

And finally . . .

"Some people were born to push the envelope of fashion and some to lick it."

-- Karen "Duff" Duffy, actress and former MTV VJ

**GRAPHIC:** Summer's table settings are bright, whimsical, anything but drab. JCPenney suggests mixing plaids with florals. Local interior designers have even more ideas.; A sporty swimsuit for kids on the move.

**LOAD-DATE:** June 11, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Youth squadron The Daily Telegraph (Sydney, Australia) June 14, 1996, Friday*

Copyright 1996 Nationwide News Pty Limited  
The Daily Telegraph (Sydney, Australia)

**June 14, 1996, Friday**

**LENGTH:** 86 words

**HEADLINE:** Youth squadron

**BODY:**

THE Australian team was announced yesterday for the 26th International Yacht Racing Union World Youth Sailing Championships to be hosted by the New York Yacht Club at Newport, Rhode Island.

Racing will be from July 8-18 in six disciplines - single-handed dinghy for boys (Laser), singlehanded dinghy for girls (Laser Radial), sailboard for boys (Mistral), sailboard for girls (Mistral), double-handed dinghy for boys (Laser 2) and double-handed dinghy for girls (Laser 2).

Australia's **Nautica** Youth Team:

**LOAD-DATE:** March 4, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Lighter fragrances popular with active men Tampa Tribune (Florida) June 15, 1996, Saturday,*

Copyright 1996 The Tribune Co. Publishes The Tampa Tribune Tampa Tribune (Florida)

June 15, 1996, Saturday, FINAL EDITION

**SECTION:** BAYLIFE, Pg. 2

**LENGTH:** 644 words

**HEADLINE:** Lighter fragrances popular with active men

**BYLINE:** ROY H. CAMPBELL; of Knight-Ridder Newspapers

**BODY:**

Think light if fragrance tops your list of gift ideas for Father's Day.

The heavy scents, such as Polo and Bijan, that were popular in the 1980s still sell well, but the sweet smell of success surrounds a new breed of lighter scents.

The blockbusters are Polo Sport, Tommy by Tommy Hilfiger, Hugo Boss, **Nautica**, Davidoff Cool Water, CK One - all sporty, subtle scents. CK One alone did more than \$ 100 million in sales last year, compared with the industry average of about \$ 25 million.

The lighter scents are to strong colognes what eau de toilette is to women's perfume. They're cheaper and they're meant to be smelled up close. Most smell of citrus or other outdoorsy aromas and are aimed at a younger man or one who leads an active lifestyle.

CK One and the slew of fresh scents are marketed and sold in novel ways.

Unlike years past, the advertisements are not based on appeal to the opposite sex - no beautiful woman hanging on the arm of a man standing in front of a sports car.

Instead, they show men rowing boats, climbing mountains, playing basketball or swimming. And when sex appeal is used, it's generally a bare-chested man posing provocatively.

Ads for CK One, which is unisex, show scraggly twentysomethings with various parts of their bodies pierced.

And while GQ and other upscale mags get the bulk of the prestige fragrance ads, Tommy is also splashed across ad pages in the Source, Vibe and other hip-hop magazines because Hilfiger's sportswear is so popular with that set.

Generally, the light colognes start at about \$ 25 for 2.5 ounces, compared with \$ 42 for stronger scents.

Their popularity, industry officials say, comes because, unlike previous generations, young or active men are more inclined to buy their own fragrances and select scents to match their lifestyles. Before, women made the purchases and accounted for the majority of cologne sales. Women often sniffed favorably upon heavier or musky scents.

As usual during gift-giving season, the men's fragrance counters at department stores are packed with

duffle bags, T-shirts and other items that are free or at low cost with a cologne purchase.

Michael Feuling, Polo Sport vice president of marketing, said the gift-with-purchase promotion is the perfume industry's way of competing with other retail products.

"In the rest of the store, you see items on sale, but we never put fragrance on sale. Our version of putting something on sale is to put a product with it," he said. -

TIES AND FATHER'S DAY are like Thanksgiving and turkey. Seems you can't have one without the other.

But this traditional gift is fraught with problems - usually bad choices by the gift giver. How many men have received a tie from a spouse or child, worn it once, then pushed it to the back of the tie rack and never allowed it to see the light of day again?

Bet there are plenty.

However, if you must, absolutely must, give a tie to your favorite pop, keep the following in mind: - No matter how cute you might think it is, men are seldom amused by those wacky ties with stupid sayings or whimsical designs - lightbulbs and the like. - Cheap ties, no matter how attractive, are threadbare in no time, seldom knot properly, and don't hold up to dry cleaning. - Check out Dad's tie racks to see if there are certain designers, companies or patterns he prefers. He is more likely to wear ties he is comfortable with. - Don't get monograms unless you know that the father of choice is one of those who doesn't mind his initials on his clothes. Ditto with tie tacks, collar bars and other tie jewelry. -

SOME FASHIONABLE accessories for Father's Day include platinum watches, gold chain-link bracelets, wrap sunglasses, thin belts with military-style silver or gold shield buckles, Roman-style sandals with thick straps, and silk boxer briefs.

**GRAPHIC: PHOTO,**

CK One is among the new breed of colognes that have found success with a lighter scent. Tribune file photo

**LOAD-DATE:** June 17, 1996

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*MEN ON THE MOVE MOVE TO 'IVY-TECH' SEATTLE POST-INTELLIGENCER June 17, 1996, Monday*

Copyright 1996 Seattle Post-Intelligencer  
SEATTLE POST-INTELLIGENCER

June 17, 1996, Monday , FINAL

**SECTION:** LIFESTYLE, Pg. D2

**LENGTH:** 402 words

**HEADLINE:** MEN ON THE MOVE MOVE TO 'IVY-TECH'

**BYLINE:** ELSA KLENSCH Columnist

**BODY:** Q: I am 32 and have a job as a salesman with a software company. My problem is my girlfriend. She nags me constantly about the way I dress. She is ambitious for me and says I'll never be promoted because I dress too conservatively. She says there's a revolution going on in menswear and I should get with it.

I can't imagine facing clients without a tie. Don't I need a suit for my clients to take me seriously?

EK: Your girlfriend is right, at least about the revolution going on in menswear.

For advice I turned to David Chu, the designer at New York menswear company **Nautica**. His cutting-edge fall collection combined high-tech fabric with a '60s Ivy League look. He called it "Ivy-Tech."

He suggests that you loosen up. "Your image should be a combination of the new tech look and the traditional corporate suit. An easy way to go is to start with a sports jacket and combine it with different shirts and pants.

"There are lots of exciting ways to go - knit shirts in different styles and pants in many high-performance fabrics.

"Once you start experimenting you'll enjoy having a new image. It will also tell your customers you know how to dress in today's world."

Q: I am 5-foot-1 with a petite figure but a full bust. I have a problem finding jackets that suit me and am wondering if I should try one of the new cropped styles. My question is, will it suit me? If not, what shape should I look for?

EK: A "cropped" jacket is not for you. It will cut you off at the waist, emphasize your bust and make you look too top-heavy.

At Liz Claiborne, Karen Greenberg advises you to look for a jacket that accents the waist: "A jacket with a fitted or belted waist will visually balance your top-heavy figure.

"If you want a short jacket, then find one that falls just past your waist and sits nicely at the top of your hips. This will give you a short silhouette that will be comfortable as well as flattering.

"Avoid detailing, wide collars or pockets on the bust. Also, remember that a monochromatic color scheme

works well for petites. It creates a long, unbroken line that visually adds height."

Elsa Klensch is style editor for Cable News Network. She welcomes questions and will answer those of general interest in her column. Write to Elsa Klensch, Los Angeles Times Syndicate, Times-Mirror Square, Los Angeles 90053. Or she can be reached on the Internet at:

Agent?lx.netcom.com

**GRAPHIC:** Photo

**Nautica** designer David Chu dresses down his chambray sports coat by putting it with a cream cotton sweater and waterproof navy pants.

**TYPE:** Q & A COLUMN

**LOAD-DATE:** October 28, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\[Edit Search\]](#) [\[Suggest Terms for My Search\]](#)

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*Bon-Ton aggressively plans return to black ink Evening News-Harrisburg PA June 21, 1996*

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Business Dateline;  
Evening News-Harrisburg PA

**June 21, 1996**

**SECTION:** pg B5

**LENGTH:** 541 words

**HEADLINE:** Bon-Ton aggressively plans return to black ink

**BYLINE:** Tom Dochat

**DATETIME:** York; PA; US; Middle Atlantic

**BODY:**

After operating in the red last year for the first time since the Great Depression, The Bon-Ton Stores Inc. plans an aggressive retailing strategy to improve its merchandise selection and sales so it can return to profitability this year.

Heywood Wilansky, chief executive officer of the York-based department store chain, told stockholders yesterday that he's "more confident than ever that we can operate as an effective, efficient and profitable company. I believe an agile, regional company can take on national competitors and be successful."

Wilansky said success amounts to "giving the customers what they want, when they want it, and at a good value."

To improve the profit picture, Wilansky said The Bon-Ton is reducing the number of vendors it deals with by 30 percent to 40 percent and is concentrating on quality clothing brands such as Ralph Lauren, Tommy Hilfiger, Liz Claiborne, Jones New York, Calvin Klein and **Nautica**. He said the stores are integrating more quality merchandise into the moderate-price mix and are trying to provide customers with a wider selection of sizes, colors and styles.

"We're selling more better goods than ever before," he said during the annual meeting in York.

In response to a shareholder's question, Wilansky said The Bon-Ton is focusing on the fall selling season and plans to spend \$ 2 million more this year on advertising. He said the promotional campaign is designed to bring customers into the stores so they can see the merchandising changes.

Michael L. Gleim, vice chairman and chief operating officer, said the company is "pretty comfortable" with analysts' estimates that it will earn between 60 cents and 80 cents a share in the current fiscal year. That will "require a solid fourth-quarter performance" during the Christmas season, he noted.

Gleim added that analysts are projecting earnings of 90 cents to \$ 1.10 a share for the next fiscal year, and "we're OK with that, too."

For the fiscal year that ended Feb. 3, The Bon-Ton reported a loss of \$ 9.2 million, or 83 cents a share.

Wilansky, who joined the company last Aug. 21, said it was a "very difficult and disappointing year" that was affected by the soft retail environment, bad weather, new and tough competition and poor performance among some of the stores that The Bon-Ton acquired.

For now, Wilansky said The Bon-Ton will concentrate on its existing markets. The company operates 69 stores, most of them in Pennsylvania and New York.

The Bon-Ton operates two Harrisburg-area stores, one at Colonial Park Mall and the other across from Capital City Mall. Wilansky said both stores are "winners," and the retailer plans to improve them with more and better merchandise and improved displays.

Asked by a shareholder about the future business plan, Wilansky said he has a target of 5 percent sales increases at stores that have been open for at least a year. He noted that The Bon-Ton will open its fourth store in the Rochester, N.Y., area on Aug. 7, and it intends to open two stores next year, one in a new market area and the other to replace an existing store.

The Bon-Ton will have to make another "important acquisition or two somewhere down the road," but probably not before 1998, Wilansky said.

**UMI-ACC-NO:** 9679684

**JOURNAL-CODE:** XEVN BTL

**LOAD-DATE:** August 8, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*NEW TWISTS ADDED TO OLD TRUNKS Palm Beach Post (Florida) June 24, 1996, Monday,*

Copyright 1996 Palm Beach Newspaper, Inc.  
Palm Beach Post (Florida)

June 24, 1996, Monday, FINAL EDITION

**SECTION:** ACCENT, Pg. 3D

**LENGTH:** 398 words

**HEADLINE:** NEW TWISTS ADDED TO OLD TRUNKS

**BYLINE:** FRANCINE PARNES

**BODY:**

Just like women, when men hit the beach, they want to look fashionable.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties," Fagan says. "It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

And in the spirit of the Summer Olympics, lots of guys are wearing their patriotism on their shorts. "Our best seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger.

"We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal," Hilfiger said. "We thought it would be great for this time of year and for the spirit of the Olympics."

The all-cotton group, about \$ 40 a pair, comes with details such as color blocks of stars and stripes, zippered back pockets and elasticized drawstring waistbands.

Ralph Lauren and Nike also are true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands about an inch above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket; about \$ 40.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica**, based in New York. "It's an attitude thing. And it's multipurpose."

Other options abound.

"Rather than just a basic trunk of five years ago, you're now getting a functional garment with novelty

touches," says Tom Julian, men's fashion expert for Main Floor, a syndicated TV show.

"There are style elements such as postcard prints from Polo Ralph Lauren; conversational prints from J. Crew in boxer, volley and surf lengths; and Emporio for Armani did navy and brown, which is a new approach in high-style athletic swimwear," Julian says.

**GRAPHIC:** PHOTO (C) & (B&W), 1. (C) David Chu of **Nautica** has designed this blue nylon bomber jacket (above) with yellow neoprene collar and an orange nylon swim trunk with black neoprene waistband., 2. (B&W) Duck Head is offering this plaid cotton swim trunk (left.)

**LOAD-DATE:** July 2, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Surgeon's fashionable at work and play The Baltimore Sun June 27, 1996, Thursday,*

Copyright 1996 The Baltimore Sun Company  
The Baltimore Sun

June 27, 1996, Thursday, FINAL EDITION

**SECTION:** FEATURES, Pg. 5E, Candid Closet

**LENGTH:** 506 words

**HEADLINE:** Surgeon's fashionable at work and play

**BYLINE:** Vida Roberts, SUN FASHION EDITOR

**BODY:**

It's in the nature of a plastic surgeon to understand that appearance counts. Dr. Oscar Ramirez, who is director of the Plastic & Aesthetic Surgical Center of Maryland in Lutherville, knows that clothes and accessories, too, can cheer, enhance and camouflage.

He has an International perspective in his work and his life. A native of Peru, he has a busy travel schedule that takes him all over the United States, Europe and Latin America to lecture, teach and demonstrate new techniques as a visiting professor at various universities. While abroad he finds time for cultural events and browsing.

To work out, he plays midfield for a team in a Maryland soccer league, a position with a premium on running.

As a physician who deals with the cosmetic aspects of surgery, do you feel you have to make an extra effort in the way you dress and present yourself to your patients?

I like to dress well, certainly, but that means a suit and nothing too bright and loud. And I often see patients in a lab coat over a shirt.

What about your fun clothes?

I think the traditional green and blue surgical scrub caps and suits may intimidate patients, so I have designed my own. I have caps in patterns and colors and more carefully cut suits. The prints may have soccer balls, fish, undersea animals.

Besides soccer, my favorite pastime is scuba diving.

These don't come from your typical hospital-supply house?

No, I have them custom-made by a seamstress in quantities that can be rotated through the laundry facilities.

Where do you shop?

Everywhere I travel.

I like Armani and find outlets in Atlanta, Beverly Hills and New York.

I'm often in Montreal, which has some fine men's stores. It's interesting, but New York's British-American House carries a good selection of Italian clothes. I particularly like Zegna shirts.

Italians know what they're doing with clothes.

Do you shop in Baltimore?

Very little, because the little free time I have to do so is when I travel.

Your best outfits?

I lean to grays and blues. Nothing too colorful -- and classic European styling. In more casual wear, I still prefer an Italian look, but for the beach or sport, American-looks like **Nautica** are the best.

Do you favor particular accessories?

I'm always scrubbing, so I wear virtually no jewelry other than a ruby ring which came to me from my mother. With shoes, comfort is everything, so I work in imported wooden clogs. They provide support and warmth and can be sterilized.

Would you ever wear your clogs outside the surgery?

No. For the outside I like Ferragamo.

Do you know any creative dressers? Let us know. Write to Vida Roberts, Candid Closet, The Sun, 501 N. Calvert St., Baltimore, Md. 21278.

Fashion event?

To share fashion-related events with our readers, please send typed news releases or photographs to Ellen Hawks, In Style, Features Department, The Sun, 501 N. Calvert St., Baltimore 21278.

For editorial information, contact Sun fashion editor Vida Roberts at (410) 332-6833.

**GRAPHIC:** PHOTO, AMY DAVIS: SUN STAFF, Dresser: Dr. Oscar Ramirez wears custom-made scrubs for his patients. Outside the operating room, Ramirez has a fondness for Italian designers and soccer. Here, he wears Armani.

**TYPE:** COLUMN, Q&A

**LOAD-DATE:** June 28, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*DONNA KARAN STOCK SOARS; INITIAL OFFERINGS HOT ON MARKET Times-Picayune (New Orleans, LA)  
June 29, 1996 Saturday, THIRD*

Copyright 1996 The Times-Picayune Publishing Co.  
Times-Picayune (New Orleans, LA)

**June 29, 1996 Saturday, THIRD**

**SECTION:** MONEY; Pg. C1

**LENGTH:** 667 words

**HEADLINE:** DONNA KARAN STOCK SOARS;  
INITIAL OFFERINGS HOT ON MARKET

**BYLINE:** By DYLAN RATIGAN Bloomberg Business News

**DATELINE:** NEW YORK

**BODY:**

Donna Karan International Inc. shares rose 17 percent Friday in their first day of trading as investors sought to cash in on the fashion designer's earnings prospects and international cachet.

Donna Karan stock rose 4 to \$28 in trading of 7.7 million shares, the third-most-active stock in U.S. markets. Donna Karan sold a 50 percent stake, or 10.75 million shares, at \$24 each to raise \$258 million.

Donna Karan was one of 11 initial public offerings trading Friday for the first time. Shares of 10 of the offers rose - one by as much as 84 percent - signaling that the IPO market has resumed its robust form after last week's stumble.

"The IPO market is not dead yet," said Ryan Jacob, director of research at the IPO Value Monitor. "Having an IPO as successful as a Donna Karan is a good thing and it portends well for companies looking to come public."

Karan set the terms of her sale on the heels of high-profile IPOs from such top-drawer companies as the parent of Saks Fifth Avenue and a maker of Calvin Klein jeans, Designer Holdings Ltd.

The fashion designer boosted the price range on its initial public offering by 8.7 percent Thursday, a sign of strong investor demand. Buyers weren't fazed by recent weakness in the IPO market or the company's failed stock offer in 1993, analysts said.

"If you believe her brand is going to do well, this is a good company," said David Pearl, manager of the Landmark Small Cap Equity Fund, which wasn't able to buy shares because of the heavy demand. "The revenue is growing, and they have a lot of new products."

Karan's chic brand name helps sales of her expensive top-of-the-line clothing rise by more than 20 percent annually. Women's jackets in her "Collection" line start at \$1,200, while men's "black label" suits start at \$1,100.

Jacob said he expects good IPO showings in July from jeans maker Guess Inc., publisher Wired Ventures Ltd., and Golden Bear Golf Inc., which is owned by golf star Jack Nicklaus.

At \$28, the Donna Karan sale is trading at almost 29 times Morgan Stanley's estimated 1996 earnings of 98 cents a share. Two other clothing companies, Tommy Hilfiger Corp. and **Nautica** Enterprises Inc., trade at an average of about 26 times 1996 estimates.

Donna Karan's 1995 net income rose to \$53.6 million on revenue of \$510.1 million, from \$16.3 million on revenue of \$420.1 million in 1994. In the first quarter, net income rose to \$6.21 million, or 31 cents a share, from \$4.08 million or 19 cents a year ago.

The company hopes to repeat its U.S. success in overseas markets, which could prove difficult. So far, Karan has just 26 Donna Karan stores outside the United States that generate 34 percent of annual revenue, or about \$121 million.

"International growth will be a key for this company," said Kurt Barnard, president of Barnard's Retail Marketing Report.

A substantial chunk of Donna Karan's revenue is paid in salary to designer Donna Karan, her husband, Vice Chairman Stephan Weiss, and in licensing fees to the studio that the family owns.

The company paid Karan and Weiss \$4.31 million last year and paid Gabrielle Studio \$12.8 million in royalties last year. Going forward, the company will pay 1.75 percent to 3.5 percent of sales to Gabrielle. That would be \$15.4 million, based on 1995 sales of \$510 million.

"It is excessive," said Ryan Jacob, director of research at the IPO Value Monitor. "She IS the company, however."

Proceeds from the IPO will go to pay \$58 million to Karan, her husband and her children, \$58 million will go to the Takihyo Group, which is an Anne Klein affiliate and the company's second biggest holder. Another \$90 million will go to pay debt, including \$5 million to Karan's Gabrielle studio. The remainder will be used for general corporate purposes.

Morgan Stanley & Co., Bear, Stearns & Co., Merrill Lynch & Co., and Smith Barney Inc. managed the sale and shares are trading on the New York Stock Exchange under the ticker DK.

**GRAPHIC:** Fashion designer Donna Karan, center, mingles with traders on the floor of the New York Stock Exchange Friday as stock her Donna Karan International debuted. AP PHOTO.

**LOAD-DATE:** June 30, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Shares of Donna Karan Soar In the First Day of Trading The New York Times June 29, 1996, Saturday, Late Edition - Final*

Copyright 1996 The New York Times Company  
The New York Times

June 29, 1996, Saturday, Late Edition - Final

**SECTION:** Section 1; Page 35; Column 5; Business/Financial Desk

**LENGTH:** 550 words

**HEADLINE:** Shares of Donna Karan Soar In the First Day of Trading

**BYLINE:** By Bloomberg Business News

**BODY:**

Shares of Donna Karan International Inc. soared as much as 25 percent in their first day of trading as investors sought to cash in on the fashion designer's earnings prospects.

The company's stock closed up \$4, at \$28, after rising as high as \$30.125 in active New York Stock Exchange trading. In its initial public offering, Donna Karan sold a 50 percent stake, or 10.75 million shares, at \$24 each in an effort to raise \$258 million.

Donna Karan is one of 12 stocks from initial public offerings that traded for the first time yesterday. All of the new issues rose or were unchanged at the end of trading; one, Seibel Systems, soared more than 80 percent. The demand for these issues provided a sign that the market for new issues has resumed its robust form after last week's stumble.

"The I.P.O. market is not dead yet," said Ryan Jacob, director of research at the IPO Value Monitor. "Having an I.P.O. as successful as a Donna Karan is a good thing, and it portends well for companies looking to come public."

The designer Donna Karan set the terms of her company's stock sale on the heels of high-profile offerings by such leading retailing companies as the parent of Saks Fifth Avenue and a maker of Calvin Klein jeans, Designer Holdings Ltd.

Ms. Karan's company raised the price range on its initial public offering by 8.7 percent on Thursday, a sign of strong investor demand. Buyers were not fazed by recent weakness in the new-issues market or the company's failed stock offer in 1993, analysts said.

"If you believe her brand is going to do well, this is a good company," said David Pearl, manager of the Landmark Small Cap Equity Fund, which was not able to buy shares. "The revenue is growing, and they have a lot of new products."

Ms. Karan's chic brand recently has helped sales of her expensive top-of-the-line clothing rise by more than 20 percent annually. Women's jackets in her Collection line start at \$1,200, while men's black label suits start at \$1,100.

Since Donna Karan set the terms of the offering at the end of March, many new issues have dropped below their initial offering prices, in part because of a glut of offerings.

Initial public offerings are typically priced 10 percent to 15 percent less than their publicly traded peers, in order to insure a rise on the first day of trading to compensate investors for owning a new stock.

At \$28, the Donna Karan sale is trading at 28.6 times Morgan Stanley's estimated 1996 earnings of 98 cents a share. Shares of the Tommy Hilfiger Corporation and **Nautica** Enterprises Inc. trade at an average of about 26 times 1996 estimates.

Donna Karan's 1995 net income rose to \$53.6 million, on revenue of \$510.1 million, from \$16.3 million, on revenue of \$420.1 million, in 1994. In the first quarter this year, net income rose to \$6.21 million, or 31 cents a share, from \$4.08 million, or 19 cents, in the corresponding period last year.

Proceeds from the offering will be used to pay \$58 million to Ms. Karan, her husband and her children, and \$58 million to the Takihyo Group, which is an Anne Klein affiliate and the company's second-biggest holder. Another \$90 million will go to pay debt, including \$5 million to Karan's Gabrielle studio. The remainder will be used for general corporate purposes.

**LOAD-DATE:** June 29, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica](#) and [date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Genesco sets sights on casuals, retailing.casual shoes, store expansion Footwear News July 1, 1996*

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ASAP

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Footwear News

July 1, 1996

**SECTION:** Vol. 52 ; No. 30 ; Pg. 11; ISSN: 0162-914X

**LENGTH:** 655 words

**HEADLINE:** Genesco sets sights on casuals, retailing.casual shoes, store expansion

**BYLINE:** Lloyd, Brenda

**BODY:**

NASHVILLE, Tenn. (FNS)--Among Genesco Inc.'s goals for the year is improving its brands' market share by going after the casual shoe segment, and expanding its retail store division, especially the Journeys chain.

During the annual stockholders meeting last Wednesday, Genesco president and ceo David M. Chamberlain focused on Genesco's performance during the past year following its divestiture of its apparel businesses.

"The retail environment has been quite poor," Chamberlain said, "so we were pleased with year-end and first-quarter results!" He declined to comment on projections for the rest of the year, saying it depends on the retail environment.

Looking ahead, Genesco is increasing its capital expenditures in the current fiscal year. The company plans to spend approximately \$ 13.4 million, including \$ 8.5 million on opening 48 stores and completing 25 major store renovations. The remainder will be spent on manufacturing, wholesale and other operations, including updating computer software in both retail and manufacturing. Fifty-five to 60 percent of Genesco's sales come from retail; the rest from manufacturing.

Genesco got off to a good start in its first quarter ended April 30, with net earnings, including a tax credit of \$ 465,000, totaling \$ 966,000, compared with a loss of \$ 678,000 a year ago. Sales from continuing operations increased 21 percent to \$ 100.2 million, and comp-store sales jumped 13 percent.

For the fiscal year'96 ended Jan. 31, Genesco reported net earnings of \$ 10.1 million, or 40 cents per share, compared with a net loss of \$ 81.2 million for fiscal'95. Sales were down 6 percent to \$ 434.6 million.

Genesco's retail businesses averaged 6 percent same-store sales growth for the year, and 4 percent overall growth (despite 4 percent fewer stores than the previous year), which Chamberlain said was "generally stronger than other retailers. That should continue because our strategies are correct."

Currently, the company's fastest growing retail operation is Journeys, a fashion-forward teenage concept. Chamberlain said Genesco will add around 20 Journeys stores this year, increasing the number to about 110. There are also plans to add Johnston & Murphy and Jarman stores.

In the wholesale arm, Genesco is aiming to boost market share by broadening product lines into the more casual arena and by becoming more product driven, Chamberlain said.

"We have to have the light look and feel for customers, so the first thing to have is a great looking product." Genesco will back that up with more consumer-driven advertising this year, although Chamberlain decked to offer specifics.

Chamberlain said he sees strong growth in sales of the Johnston & Murphy brand, which grew 9 percent last year, and the brand is pushing expansion of its weekend and business casual footwear

Genesco's licensed **Nautica** and Dockers footwear lines also grew last year. In the **Nautica** line, the focus will be on dress/casual and young men's styles this year, with plans to add a performance athletic line for fall '96 and a new women's footwear collection next year

The drive to market more casual footwear means that Genesco will be sourcing more production overseas, according to Chamberlain. More of that is happening this year than last, but in products that are more volume-driven," he said.

The Laredo Boot brand and Boot Factory retail stores continue to be difficult because of the decline in the Western boot market. "That area has been a challenge in that that market is cyclical, and we're in the down part of it now," said Chamberlain. "But when we look at how our competitors are doing, we're gaining share."

Genesco stockholders elected Kathleen Mason, ceo of Cherry & Webb, to the board of directors. She is Genesco's first female director, and is an addition to the board. Cherry & Webb is a Boston-based women's wear chain.

**SIC:** 3021 Rubber and plastics footwear ; 3140 Footwear, Except Rubber ; 5661 Shoe stores

**IAC-NUMBER:** IAC 18446185

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** July 31, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*Stars and Stripes from head to toe; Fashion: Be a sport. Whether out of patriotism or a sense of fun, go ahead and wrap yourself in the flag. The Baltimore Sun July 4, 1996, Thursday,*

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The Baltimore Sun

July 4, 1996, Thursday, FINAL EDITION

**SECTION:** FEATURES, Pg. 1E

**LENGTH:** 384 words

**HEADLINE:** Stars and Stripes from head to toe; Fashion: Be a sport. Whether out of patriotism or a sense of fun, go ahead and wrap yourself in the flag.

**BYLINE:** Vida Roberts, SUN FASHION EDITOR

**BODY:**

Red, white and blue bunting is draping a lot more than Independence Day celebrations this July in America.

Patriotic stars and bars grace a line of Bamboo lingerie, which according to the company, "is offering sports enthusiasts nationwide the opportunity to intimately experience the spirit of the '96 Summer Games." This experience can be had by wearing perky high-cut panties styled in an opaque American flag print and sheer red mesh.

It's a banner year for wearing the tricolors, what with every stall, store and mall fanning the flame of Olympic boosterism and nationalism in products such as T-shirts, sneakers, designer sailor suits, tube tops, watches, bibs, barrettes, totes and socks.

Much of what's out there is disposable and forgettable kitsch of the tourist trap variety. However, there are those patriotic color stylings that for decades have been accepted as summer classics.

White ducks, blue blazer and red polo will take anyone through a boating party. Red, white and blue striped sailor shirts are the fresh change in hot weather.

Top designers with strong activewear and sports lines have been doing patriotic colors for years. Tommy Hilfiger, whose clothing sales have taken off like a rocket in the past two years, has built an empire with his red, white and blue label, which has become the symbol of American cool.

Ralph Lauren has dressed Olympians and weekend athletes in patriotic palettes as has David Chu for **Nautica**.

Large retail chains join the patriotic selling cycle and stores such as Hecht's offer USA logo Polo shirts and jackets and Hilfiger flag T-shirts. J. C. Penney carries official Olympic brand sportswear.

Every July, however, and during American Olympic years, purists and critics raise a flag flap about the propriety of using the stars and stripes as glad rags. They fail to remember that stripes, stars and tricolors are good design motifs and America has these in common with countries as diverse as Chile, Micronesia, Thailand and New Zealand.

A pair of Converse All-Star Stars & Bars sneakers could very well make someone happy. Lucky Brand

dungarees with starred and striped pants legs could be the hit of a holiday picnic. They're just play clothes, and this is the month for games and celebrations.

Pub Date: 7/04/96

**GRAPHIC:** COLOR PHOTO, Hot feet: "Stars & Bars" from Converse.

**LOAD-DATE:** July 5, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*BC-SECTIONS-FASHION-Menswim ; See CP Photos CPT162-163; Menswear that's in the swim The Canadian Press (CP) July 15, 1996 Monday*

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The Canadian Press (CP)

**July 15, 1996 Monday**

**SECTION: LIFESTYLES**

**LENGTH:** 456 words

**HEADLINE:** BC-SECTIONS-FASHION-Menswim ; See CP Photos CPT162-163; Menswear that's in the swim

**BYLINE:** By Francine Parnes

**BODY:**

For The Associated Press Just like women, men generally want to look fashionable when they hit the beach.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice-president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties. It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun. And it's not an investment purchase."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

In the spirit of the Summer Olympics, lots of guys are wearing their patriotism on their shorts. "Our best-seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger.

"We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal. We thought it would be great for this time of year and for the spirit of the Olympics."

Ralph Lauren and Nike are also true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands just above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica**, based in New York. "It's an attitude thing. And it's multipurpose."

Another popular length, Chu says, is volleyball, which hits mid-thigh.

"Men now are not afraid to buy color, and they're buying much brighter colors," Hilfiger says. "We have found that the more colorful the swimsuits are, the better they sell. We stand by my logo colors, which are red, white and blue. And the bright, preppy colors sell very well."

Hilfiger says fashionable can be functional.

"We're using all sorts of functional details, like drainage pockets, so when they fill up with water, they have drainage eyelets," Hilfiger says.

"We also like to put zippers or Velcro closings over the pockets. Men usually like to keep their keys or money in their pockets, and if you swim, you can't just seal them with a button."

In other words, women aren't the only swimsuit shoppers with an agenda. Men are demanding gear that's practical.

"Men want to make sure they have a garment that doubles as a swimsuit and athletic short," says Hilfiger.

**LOAD-DATE:** October 11, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(gteq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Cuthberts boost Brits to victory Providence Journal-Bulletin (Rhode Island) July 18, 1996, Thursday,*

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Providence Journal-Bulletin (Rhode Island)

July 18, 1996, Thursday, ALL EDITIONS

**SECTION:** SPORTS, Pg. 6D

**LENGTH:** 359 words

**HEADLINE:** Cuthberts boost Brits to victory

**DATELINE:** NEWPORT

**BODY:**

Sally Cuthbert won her fourth gold medal in world youth sailing yesterday and the first place she and her twin sister, Jessie, won in Laser 2 girls competition, enabled their British team to win the coveted **Nautica** Cup for the second straight year in the IYRU O'Neill World Youth Sailing Championships.

The final day of the regatta, run by the New York Yacht Club from its Newport station, Harbourcourt, featured pivotal action for both the boys' and girls' Laser 2 teams on a windward-leeward course north of Gould Island.

The Dutch team gained a lot of ground on the leading British team by winning the Laser 2 boys title. Had the British girls faltered in their Laser 2 race, the Dutch might have picked up enough points to win the team trophy, but the Cuthbert twins were up to the challenge and their victory enabled the British team to finish with a six-point lead over the Dutch.

Sally had won the world girls' doublehanded championship with another partner and she has won two more, sailing with Jessie, who joined here early last year.

Poland, despite competing in only four events, placed third. Their Mistral boys' sailor, Przemysl Miarczyński won the championship in his class and his teammates placed second, fourth and sixth in the other classes they competed in.

France, paced by Perinne Vancilve's all-winning performance in Mistral girls' competition, placed fourth overall. Vancilve, who didn't have to count a race she didn't win, put the icing on a dominating performance by crossing her whole class on port tack at the start of her final race, then sailed away from them.

The United States, led by Anika Leerssen's dominating performance in winning the Laser girls' title on her home waters of Narragansett Bay, finished eighth in the field of 41 countries, despite having one of the youngest, least experienced teams in the competition.

Leerssen excelled in shifty wind conditions all week, restarting one race Tuesday, then working her way through the fleet for a second-place finish. She didn't have to sail yesterday's race to clinch her championship but did so just for fun and counted it as her throwout.

**LOAD-DATE:** July 19, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [\[1\]](#)

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Going for the GOLD The Denver Post July 19, 1996 Friday*

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The Denver Post

**July 19, 1996 Friday 2D EDITION**

**SECTION:** LIVING; Pg. E-01

**LENGTH:** 502 words

**HEADLINE:** Going for the GOLD

**BYLINE:** By Francine Parnes, Denver Post Fashion Editor

**BODY:**

You may not throw javelins or put the shot, compete in the 200-meter run or swim the 800-meter freestyle. But you still have to get dressed in the morning.

With that in mind, designers have turned their eyes toward Atlanta and are churning out summer uniforms that can outfit you from head to toe.

The 17-day world Games start today. The first modern Olympics took place in 1896, which brings us to the 100th anniversary.

But rest assured that our forefathers never witnessed a competition rivaling the current one among manufacturers, who have strategically filled store racks to capacity with Olympic-themed apparel.

The folks at Reebok want you to know that they're outfitting approximately 3,000 athletes who are competing from dozens of nations. And the folks at Eddie Bauer want you to know that they're outfitting NBC sports announcers who are telecasting the games.

If you haven't noticed Olympic-logo'd stuff in the stores, you simply haven't been there. Beyond the usual suspects such as star-spangled T-shirts and baseball caps with Olympic rings, there's enough red, white and blue apparel to blanket our fair land from sea to shining sea. Consider bike shorts, bra tops, boxer shorts, accessories and more, from low-price giants like Kmart and Wal-Mart to fashion names such as Liz Claiborne and Eddie Bauer.

For some, price isn't necessarily an issue. Consider Polo Ralph Lauren's cropped white sweater with American flag, modeled seductively with a teeny bikini bottom on the March cover of Allure.

"At \$ 150, it sold out before it even appeared in the stores," says Lisa Herzlich, marketing director for the Cherry Creek shopping center.

But the stars-and-bars fashions aren't limited to women's wear. For kids, the Warner Bros. Studio Store has more than 70 products in its Looney Tunes Olympic Team Collection.

For men, resources such as **Nautica**, Polo Ralph Lauren, Tommy Hilfiger, **Nautica**, Reebok and Champion are running strong. You'll find no shortage of their Americana-inspired swim trunks, shorts, wind breakers and warmup suits.

Speedo, which has a Speedo Authentic Fitness Store in the Cherry Creek mall, is an official swimwear provider for the Olympics. The line includes such items as a women's one-piece suit for \$ 60 with stars and stripes. For information, call 1-800-5-SPEEDO.

There's neckwear, too. The Centennial Games collection by Olympics licensee Ralph Marlin includes 20 styles of scarves for women and matching ties for men.

Ralph Marlin neckwear comes with commemorative designs from past Olympics, as well as logos from the Atlanta Games. Olympic images of the flame and rings adorn some ties, and others feature historic posters from Olympics gone by, such as 1920 Antwerp, 1924 Chamonix, 1924 Paris, 1936 Berlin, 1956 Stockholm and 1960 Rome. In silk jacquard or microfiber polyester, the ties run about \$ 20 to \$ 30, and the scarves retail for approximately \$ 40 to \$ 50. The merchandise can be ordered directly from the company (1-414-369-8800).

**GRAPHIC:** PHOTO: The Denver Post/Dave Buress Fashions

**LOAD-DATE:** July 19, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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*Big names tap 'bridge' market Rocky Mountain News (Denver, CO) July 25, 1996, Thursday*

Copyright 1996 Denver Publishing Company  
Rocky Mountain News (Denver, CO)

**July 25, 1996, Thursday**

**SECTION:** SPOTLIGHT ON STYLE; Ed. F; Pg. 6D

**LENGTH:** 914 words

**HEADLINE:** Big names tap 'bridge' market

**BYLINE:** Suzanne Brown

**BODY:**

Bridge players: Designers who once catered to only the wealthiest clients are discovering the lucrative "bridge" market, clothing that is less expensive than true designer sportswear, but pricier than Liz Claiborne.

In the past year, Bill Blass, Isaac Mizrahi and Michael Kors have joined such designers as Donna Karan, Calvin Klein and Ralph Lauren in offering bridge lines.

The newest kid on the block is Oscar de la Renta, whose Oscar collection of career, casual and evening separates hit the sales floor a week ago. Slim pants, skinny polyester turtlenecks and suiting separates have an Audrey Hepburn feel, updated for the 1990s in vivid colors and synthetic fabrics.

The designer is visiting stores around the country to promote the launch and will be at Saks Fifth Avenue at 6 p.m. tonight. Call 393-6333 for reservations to the free event.

Oscar is also being sold at Neiman Marcus, and Dillard's, which opens Aug. 21 at Park Meadows.

New kid in town: When Dillard's opens its first metro area store Aug. 21 in Park Meadows Shopping Center, it will do so with plenty of fashion fanfare. Scheduled to make appearances are shoe designer Donald Pliner, and tie designers Vicky Davis and Martin Wong on Aug. 21, and Joseph Abboud and Andrea Jovine on Aug. 23. Jovine's appearance is in conjunction with a benefit for the American Humane Society. Mossimo will be in the men's department on Aug. 24, and there will be other special men's events that day as well. Carole Little will be coming Aug. 30 for an instore luncheon to benefit Girl Scouts, according to Bev Carpenter, special events director. A number of clothing and accessory trunk shows are also scheduled.

Carpenter says Dillard's is committed to doing charity fashion shows, which should be music to the ears of all those non-profits looking for a little corporate largesse.

Carpenter also says that the company is packing a lot of special features into its Park Meadow location. The cosmetics area is 11,000 square feet, the largest in the Dillard's corporation. Origins has a "store within a store," Lancome features its own shop and Estee Lauder is offering a color bar. Frosted glass chandeliers in the cosmetics department will help put a glow on shoppers' complexions.

Most of the labels being carried in the store's women's clothing departments will be familiar to local shoppers. DKNY, Dana Buchman, Ellen Tracy and Emanuel are key resources. Dillard's also is launching Tommy Hilfiger for women and Polo Jeans.

In the men's sportswear department, complete shops by Polo, Tommy Hilfiger and **Nautica** will be featured. Mossimo, Claiborne and Perry Ellis are other men's lines.

Brand names also figure prominently in the children's department. Look for Ralph Lauren, Polo, Tommy Hilfiger, Guess and Esprit.

Dillard's will be challenging Nordstrom's shoe supremacy with more than 10,000 square feet devoted to men's, women's and children's footwear.

**Quilters:** From the first panel sewn a decade ago to remember a person whose life was lost to AIDS, the NAMES Project AIDS Memorial Quilt has grown to include nearly 32,000 sections. Measuring 3 by 6 feet, the panels commemorate the life of people who lost their lives to the disease. Among them are a number of names prominent in the fashion world, including Perry Ellis, Halston, Tina Chow and Willi Smith.

Three sections from the quilt representing Coloradans will be on display at Saks Fifth Avenue in Cherry Creek Shopping Center through Aug. 6. One panel will hang in a window facing First Avenue, and two others will flank the store's elevators. Saks stores across the country are displaying sections of the quilt and are hosting benefits for AIDS charities.

Monday, the Denver store will sponsor a cocktail party and Donna Karan fashion show to benefit Colorado AIDS Project. The event starts at 6 p.m., with a celebrity fashion show to follow at 7:30 p.m. Admission is \$30. Call 393-6333 for reservations.

**Sew fine:** Wearable art, heirloom sewing, home decor and new sewing techniques will be among highlights of the Denver Craft and Sewing Festival today through Saturday at the Denver Merchandise Mart, 451 E. 58th Ave.

In addition to participating in workshops and seminars, attendees will have the opportunity to work on quilts that will be donated to the Ronald McDonald House each day.

Hours are 5 to 9 p.m. today and 10 a.m. to 5 p.m. on Friday and Saturday. Admission is \$7 for adults and free for children.

Someone who should consider going to the festival is Alison Hopkins of Westminster. Hopkins was awarded an "abominable mention" in the second annual Worst Quilt in the World Contest run by Ami Simms, a Michigan quiltmaker teacher and author. In her book *How Not to Make a Prize-Winning Quilt*, Simms confesses to having made every mistake imaginable.

Of the quilt submitted to the contest by Hopkins, Simms commented, "This is one of the sorriest quilts I've ever seen. Not only is the fabric disgusting, but the workmanship is atrocious."

For her efforts, Hopkins won \$260 in prizes.

Information on next year's contest, and Simms' book, are available by calling 1-800-278-4824 INFOBOX  
OTHER FASHION EVENTS

Friday: Moschino Cheap & Chic Trunk Show, 10 a.m. to 6 p.m., Nelman Marcus.

Monday: French Rags fall collection showing, through Saturday. Call for appointment. 797-0755.

Tuesday: YSL Encore trunk show, 10 a.m. to 6 p.m., Nelman Marcus.

**LOAD-DATE:** July 29, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*SAILING NOTES The Capital (Annapolis, MD.) July 25, 1996, Thursday*

Copyright 1996 Capital-Gazette Communications, Inc.  
The Capital (Annapolis, MD.)

**July 25, 1996, Thursday**

**SECTION:** sports; Pg. D6

**LENGTH:** 372 words

**HEADLINE:** SAILING NOTES

**BODY:**

LONE YANK: Anika Leerssen of Newport, R.I. was the lone American winner at the International Yacht Racing Union World Youth Championships. Sailing in her home waters on Narragansett Bay, Leerssen garnered four firsts and three seconds in 11 races to win going away in the 20-boat girls Laser fleet. Leerssen totalled 23 points, 14 better than second-place finisher Nicole Pellegrin of Canada. Competition wasn't close in four of six classes contested during the 26th annual regatta, which drew 171 national champions from 40 countries.

New Zealander Simon Small rung up seven top-five finishes to post a comfortable 15-point victory in the 37-boat boys Laser class. Portugal's Filipe Silva was second with 57 points. United States entrant Marcel Barra did not have a top-10 finish and placed 13th with 140 points. The domination was even more pronounced in boardsailing where Przemyslaw Miarzynski of Poland and Perinne Vancilve of France thoroughly outclassed the competition. Miarzynski had six firsts and finished no lower than fourth in 11 races. Vancilve won all but one race for a miniscule low score of 10 points, 19 better than Miroslawa Rymko of Poland.

American Doug Stryker was 15th in the 26-boat boys Mistral fleet with 152 points. Cara Reid had three thirds and two fourths to finish sixth in the 13-boat girls Mistral fleet. Jess Cuthbert led from start to finish in the 16-boat girls Laser II fleet, garnering 10 top-five finishes for 23 points. New Zealand's Joanne Knight was second with 38 points, while Margaret Gill of the United States was 13th with 111. The closest competition came in the 22-boat boys Laser II fleet where Mats Hellman of The Netherlands edged Great Britain's Chris Draper by four points.

Draper had a first, second and two thirds in the initial four races to take an early lead. Hellman came on strong in the end, placing in the top five in five of the final six races to total 41 points. Draper fell apart with an eighth and an 11th in the final two races to settle for second with 45 points.

Cuthbert and Draper did score valuable points in helping Great Britain win the **Nautica** Trophy that goes to the nation with the most overall points.

\_ Compiled by Bill Wagner

**LOAD-DATE:** July 26, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*STYLISH TEEN-AGERS WANT TO LOOK GOOD, STAY COOL The Virginian-Pilot (Norfolk, VA) July 26, 1996, Friday,*

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The Virginian-Pilot (Norfolk, VA)

July 26, 1996, Friday, FINAL EDITION

**SECTION:** DAILY BREAK, Pg. E14

**LENGTH:** 486 words

**HEADLINE:** STYLISH TEEN-AGERS WANT TO LOOK GOOD, STAY COOL

**BYLINE:** BY PAMELA SARIAN, HIGH SCHOOL CORRESPONDENT

**BODY:**

WHAT'S IN STYLE for fashion in the summer of '96?

Most teens want to stay in style, look good and keep cool, and local retailers are seeing shoppers look for outfits to help them do just that.

"The hottest sellers for women are short crop tops that are body fitting and straight or wide legs (pants)," said Scott Hoffman, an employee at County Seat clothing store in Lynnhaven Mall. "And as for shorts, they're shorter with a three-to-five inch inseam."

Unlike past summers when longer shorts were popular, this year many teenagers are going for a shorter look. Also popular are "skorts," which look like a wrap-around skirt from the front but are really shorts.

Amanda Garcia, another employee at County Seat, said: "The shorts now are not too short that it's gross. They're just the right length."

If this is a fashion trend for women, what about the guys?

"They buy wide legs and zipper polo shirts (shirts with zippers the full length of the shirt) along with baggy T-shirts," Hoffman said. "And to keep cooler, they wear the longer shorts that usually stop at the knee."

James Oaks, 17, said many guys are more worried about comfort instead of looks.

"I like to wear Polo shirts with long denim shorts or sometimes baggy T-shirts with khaki pants when it's hot out," said Oaks, of Virginia Beach.

If you want to go more stylish, Janet Headrick, Tidewater group advertising coordinator of Leggett department stores, has the answer.

"The girls like the retro '60s and '70s look with the pastel or bright neon colors," she said.

Loud and bright colors are popular for the retro look, Headrick said, but if you want to be more toned down, wear pales and pastels.

"Also the tops that tie at the waist are one of the best sellers," Headrick said.

You don't have to show a lot of skin to be stylish this summer. To really beat the heat, some ladies like to wear long, sleeveless sundresses, jumpers or rompers.

"Sleeveless shirts and dresses are comfortable and also stylish," Headrick said.

Jeans, as always, are real popular for both guys and girls, especially the wide leg or loose-fit jeans. Calvin Klein, Boss, **Nautica** and Tommy Hilfiger, to name a few, are among the best selling name-brand jeans.

However, some jeans, especially the heavy, baggy styles, can get uncomfortable in the heat, said Lerone Banks, 16.

"But I'll wear them anyway," said Banks, a rising junior at Indian River High School in Chesapeake.

Of course, keeping in style can take a lot of money. The average cost of an outfit - shirt and pants - can range between \$ 45 and \$ 75.

Also, these sporty, shorter styles may work for the summer, but they'll have to stay in the closet when school opens. Many school districts ban short skirts, halter and off-the-shoulder tops or shirts that expose the midriff.

So have fun - and be stylish - while you can.

**GRAPHIC:** Pamela Sarian

**LOAD-DATE:** July 27, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*A RAINBOW REVOLUTION / IF NOTHING ELSE, MEN'S CLOTHES FOR NEXT SPRING WILL BE COLORFUL*  
*Newsday (New York) July 29, 1996, Monday,*

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# Newsday

Newsday (New York)

July 29, 1996, Monday, ALL EDITIONS

**SECTION:** PART II; Page B03

**LENGTH:** 902 words

**HEADLINE:** A RAINBOW REVOLUTION / IF NOTHING ELSE, MEN'S CLOTHES FOR NEXT SPRING WILL BE COLORFUL

**BYLINE:** By Dan Feinstein. Dan Feinstein writes frequently about fashion and design for Newsday.

## **BODY:**

FASHION DESIGNERS have very short attention spans. For the fall lines now arriving in stores, they heralded the return of the suit and the new formality. But when New York's design leaders introduced their spring '97 collections last week, the runways sometimes seemed like a long, thin line of skinny guys in shrunken, shiny shirts and scrawny stretch pants.

It was a hard-to-miss message about fashion's current move toward ever-leaner silhouettes. But beyond the great shirt squeeze - and the touches of bad taste that went with it - last week's real message was about cheerful, colorful clothes and a light-hearted approach to dressing. As seen on the runways, menswear is dressing up, stepping out and, most of all, having fun.

Gene Meyer's show made that clear. In one of the week's highlights, this young designer left his audience smiling - and cheering - with his Technicolor take on country-club style. He showed bright fitted knit shirts with punchy print ties, pastel polos cut from cuddly terrycloth, a pink shantung silk blazer with apple-green shirt, mint pants and a silver tie. Some combinations were strident - a mango iridescent knit with plaid stretch jeans - while others were subtle, as in dark suits accessorized with rich blue shirts and contrasting satin ties. As in a number of other collections, Meyer made a case for cabana-set beachwear; he was, however, the only designer to give Woolworth's a program credit for rubber flip-flop footwear.

While Meyer may appeal most to fashion-forward customers, spring's rainbow revolution was also evident in more mainstream collections. Mondo di Marco showed outerwear in unusual tones - for instance, a nylon bomber jacket in tangerine - and sophisticated color combinations in accessories. Worn in place of shirts, Mondo's geometric fitted knits had a distinct Italian accent, and the company also presented good examples of spring's black and white sportswear story.

Strong entries at **Nautica** included classic summer suitings in fresh colors, such as a poplin three-button suit in cocoa instead of the expected tan, or seersucker sport coats in cherry red or pink. In another frequently seen trend, **Nautica** designer David Chu enhanced the comfort of tailored clothing with new

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*Men get into swim of things Calgary Herald (Alberta, Canada) July 30, 1996, Tuesday, FINAL EDITION*

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Calgary Herald (Alberta, Canada)

**July 30, 1996, Tuesday, FINAL EDITION**

**SECTION:** FASHION; Pg. B6

**LENGTH:** 454 words

**HEADLINE:** Men get into swim of things

**BYLINE:** FRANCINE PARNES, ASSOCIATED PRESS

**BODY:**

Just like women, men generally want to look fashionable when they hit the beach.

"When you're on the beach and don't have a shirt on, it's a different dynamic than being fully clothed," says Charles Fagan in New York, vice-president and managing director of Polo Ralph Lauren stores.

"Swimwear is just a personal thing for men, like ties. It's an expression of their style, it's hugely personal, it's one area where a guy can really have fun. And it's not an investment purchase."

Fagan adds: "It's not as though people are dictated to about what the swimwear is this season. Consequently, our line is broad in terms of style. And novelty is taking a boxer in patchwork plaid or floral print or awning stripes."

In the spirit of the Summer Olympics, lots of Americans are wearing their patriotism on their shorts. "Our best-seller is the American flag stars-and-stripes model," says designer Tommy Hilfiger. "We did an athletic-inspired International Games collection in red, white and blue, and it's been phenomenal. We thought it would be great for this time of year and for the spirit of the Olympics."

Ralph Lauren and Nike are also true to the red, white and blue. Speedo Authentic Fitness stores offer a swimwear group that's licensed for the Olympics. And **Nautica** has red, white and blue swimwear under the label Team **Nautica** U.S.A.

A top seller at **Nautica** is a surfer style, which lands just above the knee, in navy nylon taffeta, with red-and-white vertical stripes down the right leg and a self-adhesive back pocket.

"A lot of younger guys are really reacting to that longer length," says David Chu, president and head designer for **Nautica**, based in New York.

"It's an attitude thing," he adds. "And it's multipurpose."

Another popular length, Chu says, is volleyball, which hits mid-thigh.

"Men now are not afraid to buy color, and they're buying much brighter colors," Hilfiger says.

"We have found that the more colorful the swimsuits are, the better they sell. We stand by my logo colors, which are red, white and blue. And the bright, preppy colors sell very well."

Hilfiger says fashionable can be functional.

"We're using all sorts of functional details, like drainage pockets, so when they fill up with water, they have drainage eyelets," Hilfiger says.

"We also like to put zippers or Velcro closings over the pockets. Men usually like to keep their keys or money in their pockets, and if you swim, you can't just seal them with a button."

In other words, women aren't the only swimsuit shoppers with an agenda. Men are demanding gear that's practical. "Men want to make sure they have a garment that doubles as a swimsuit and athletic short," says Hilfiger.

**LOAD-DATE:** July 31, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*Merchants at The Pier hope to lure shoppers with sales St. Petersburg Times (Florida) August 7, 1996, Wednesday*

Copyright 1996 Times Publishing Company  
St. Petersburg Times (Florida)

August 7, 1996, Wednesday

**SECTION:** NEIGHBORHOOD TIMES; Pg. 11

**LENGTH:** 755 words

**HEADLINE:** Merchants at The Pier hope to lure shoppers with sales

**BYLINE:** JANIS D. FROELICH

**BODY:**

**MICKEY MERCHANDISE:** Merchant after merchant at the inverted pyramid downtown, known as The Pier, says that sales aren't common there because the shops keep their prices low. Tourist gouging doesn't seem evident. And there are some bargains to be bagged, like at MJ Toons, a store that carries clothes and whatnots to amuse. Manager Donna Cummings has a wall display of Mickey Mouse and T-shirts with his friends at \$ 8.95 each. She also has a 50 percent off sale section, where a kid can find Batman figures regularly priced at \$ 2.95 and Pocahontas cups for \$ 4.95. Other Mickey & co. products include a rain poncho with hood for \$ 5.95 and the famous Mouse logo men's briefs (\$ 6.95) and boxers (\$ 12.95).

MJ Toons, The Pier, 800 2nd Avenue NE, St. Petersburg, 895-3191.

**SMELL SWELL FOR LESS:** Applewood Cottage is one of those shops that is worth a long lingering whiff. That's not surprising, because this Pier business sells soaps and candles. Save more than a few cents on these 50 percent off items: lilac scented candles with pressed flowers, regularly \$ 11.95, iris soap dishes, normally \$ 6.99, English bath salts, priced at \$ 11.95, and spa bath crystals with milt at \$ 9.99.

Applewood Cottage, The Pier, 800 2nd Avenue NE, St. Petersburg, 895-2433.

**LABEL THEM RUGGED:** The Rusty Anchor Outfitters carries classy, yet hearty, clothes for men, plus a few accessories and gifts, like Brighton leather purses with silver accents (priced from \$ 170 to \$ 195). Co-owner Julie Broaderick said her top three brands for men are **Nautica**, jackets at \$ 135 and swimsuits from \$ 37 to \$ 45; Woolrich, three styles of shorts from \$ 25 to \$ 29.50; and Picante handwoven shirts, priced at \$ 48 for short sleeves and \$ 52 for long sleeves.

The Rusty Anchor Outfitters, The Pier, 800 2nd Avenue NE, St. Petersburg, 822-9505.

**BETTY BOOP BARGAINS:** Betty Boop merchandise is front and center at Americana, a funky shop that has trade name items. A Betty Boop T-shirt is marked down from \$ 16.95 to \$ 10.95, and a Betty mug is only \$ 6.95. Among the other fun gifts are pill box pocket tins in nostalgic designs, like a Singer sewing machine for \$ 2.25, Coca Cola coasters for \$ 2.95 and a canvas bingo tote for \$ 9.95.

Americana, The Pier, 800 2nd Avenue NE, St. Petersburg, 821-5866.

**GIFTS GALORE:** Country Goose co-owner Bob Addoms said he has 300 square feet of everything at his Pier gifts and collectibles shop. This is true, like a 50 percent off bottom shelf, where a shopper will find a

Christmas wall hanging, regularly \$ 19.95. A tree ornament of a golfing bear is \$ 8.95. Assorted cookbooks are \$ 3.50 and a novel birthstone stuffed bear is \$ 6.95. Speaking of bears, the Country Goose is the city's only carrier of the Ru Ru collection by St. Petersburg's Ru Lyons. She has designed a modestly priced wedding couple, small groom and bride bears at \$ 9.95 each or medium size at \$ 16.95 each.

Country Goose, The Pier, 800 2nd Avenue NE, St. Petersburg, 822-2828.

LET IT RAIN: Even shop staffer Mary Jane Strobel said the Rain Forest is overwhelming in content with barely a spare spot. And this makes it a challenge for the fussy shopper, like deciding on one of the many pieces in the Chokin Art Collection of 24-karat gold rimmed boxes, plates and vases in a wide variety of sizes. There are prices like \$ 14.95 for a decorative keepsake box and \$ 25.95 for a plate. There are wind chimes at the Rain Forest, including a silver set of chimes by Largo artist J.W. Stannard for \$ 82.95. And loads of John Perry sculptures (resembling driftwood and assorted sea creatures) begin at \$ 9.95 up.

Rain Forest, The Pier, 800 2nd Avenue NE, St. Petersburg, 821-1434.

The Pier is at the end of 2nd Avenue NE. From I-275, take exit 10 (The Pier) to Beach Drive. Turn south to 2nd Avenue NE.

Hours for the shops are 10 a.m. to 9 p.m. Mon.-Thurs., 10 a.m. to 10 p.m. Fri. and Sat. and 11 a.m. to 7 p.m. Sundays.

There is some free parking on the street. Parking in lots is \$ 2 Mondays-Fridays and \$ 3 Saturdays and Sundays. Valet parking is available for \$ 5. For more information on The Pier, call 821-6164.

- Times correspondent Janis Froelich traverses the city looking for sales, bargains and the very best deals for the shopper. Please send suggestions to Best Buys and Bargains, c/o Neighborhood Times, P.O. Box 1121, St. Petersburg FL 33731

**GRAPHIC:** COLOR DRAWING, EARL TOWERY; A man looks at a lilac candle on sale for 50 percent off.

**LOAD-DATE:** August 7, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEAN*  
*Living Smart Fashion The Oregonian (Portland, Oregon) August 7, 1996 Wednesday*

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The Oregonian (Portland, Oregon)

August 7, 1996 Wednesday  
SUNRISE Edition

**SECTION:** LIVING; Pg. E07

**LENGTH:** 609 words

**HEADLINE:** MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEAN  
Living Smart Fashion

**BYLINE:** The Associated Press

**BODY:**

Wednesday, August 7, 1996 MEN'S FASHION TREND IS FIT TO BE TRIED IF YOU'RE DRAWN TO LINES THAT ARE LEAN

Living Smart Fashion

Men's fashion may be returning to the flamboyance of decades past but with a new emphasis on fit.

The reincarnation of some of the old styles is part of fashion's cyclical swings, Woody Hockswender wrote in an article in the current issue of Esquire, as designers display an infatuation with things of the '60s and '70s.

But this time around, the fit is all. In the recent past, cutting-edge fashion for men usually meant dispensing with strict tailoring and going for looser, unreconstructed garments. The newest fashions, however, do not come at the expense of tailoring -- in fact, rigorous tailoring is the inspiration. HOURGLASS SHAPES: Last year, Ralph Lauren introduced Purple Label, a collection of suits hand-tailored in England and molded into an hourglass. The superb materials and imposing shapes set a new standard for boardroom glamour. Lauren has now supplemented this look with a new group, called Blue Label, consisting of even sleeker suits -- a fly-front single-breasted, a one-button double-breasted -- mostly in black, worn with solid ties and white shirts. SWIM TO BE FIT: Calvin Klein calls his newest tailored clothes "natural tapered," which means the armholes are higher and smaller, the sleeves and trousers slimmer, the shoulders more ample. He wants to give the illusion that a man "has the body of a swimmer." You may need to swim a few laps to look right in these hand-tailored, fully canvased suits. WESTERN SPIRIT: The trend toward strict, lean shapes also has paralleled the rise of Richard Tyler, who once made a living dressing rock stars, to the top shelf of American design. His fall collection was full of amazingly cut pieces; a trim cordovan-leather shirt, a cashmere coat with curved cowboy pockets -- all with a Western spirit.

His suits are cut close to the body with boot-cut trousers, based on the '70s shape but thin through the leg. SHRINK WRAP: Signalling the new emphasis on fit, Donna Karan opened her fall '96 men's show with a

white stretch dress shirt, practically glued to the model's body. A '70s-style fitted knit-shirt by Gene Meyer reinforced that view. **FIT FITS:** Young designers such as John Bartlett, Meyer, Matthew Batanian and the team of Richard Edwards are among those who have made fit -- especially the fitted shirt -- a hallmark of current men's fashion.

**ECLECTIC LOOKS:** The fashions of Tommy Hilfiger synthesize all the crosscurrents in menswear, from mod to rap, preppy to performance sportswear, to create an accurate picture of the eclectic way men dress today.

**ACTIVEWEAR:** Another collection emblematic of the '90s approach is **Nautica** by David Chu, which mixes hip, young, tailored clothing and what is known in the trade as "activewear" -- nylon parkas, zippered sweaters, ski pants and hiking shoes.

**RETURN OF FUR:** Fur and fur trim are reappearing in men's outerwear -- part of the '70s revival and the move toward raffish elegance in fashion. The coats are a far cry from Joe Namath's late-'60s maximink -- most of the new-style furs are faux. But they do suggest a kind of opulence -- including Batanian's Persian-lamb textured boiled-wool coat, Richard Tyler's furlike pony-skin jacket with sharp shoulders, Joseph Abboud's overcoat with sheared beaver collar and Joop's plush, wide-labeled faux-fur coat.

The fall 1996 collections of New York designers make one feel we are entering a new era of masculine elegance, transmuted by the comfort of synthetics and the raffishness of rock 'n' roll.

**ILLUSTRATION:** Photos

**LOAD-DATE:** April 6, 2006

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

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*THE LATEST IN CRUISE WEAR; MENSWEAR'S MISSION? V NECKS AND SLIM LINES. ENTERTAINMENT WEEKLY August 16, 1996*

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ENTERTAINMENT WEEKLY

**August 16, 1996**

**SECTION:** NEWS & NOTES/STYLE; Pg. 18

**LENGTH:** 270 words

**HEADLINE:** THE LATEST IN CRUISE WEAR;  
MENSWEAR'S MISSION? V NECKS AND SLIM LINES.

**BYLINE:** DEGEN PENER, EDITED BY MAGGIE MURPHY

**BODY:**

Whatever Tom Cruise's Mission: Impossible may have lacked in substance, it's making up for in style. Cruise's fashion statement from the film--in which he paired sleekly fitted jackets with clinging V necks--was spied all over the runways at the spring 1997 men's shows, which just concluded in New York. "That simple, pared-down silhouette peaked during the current collections," says David Bradshaw, fashion director of the British magazine Arena and a stylist on Mission.

The key element to Cruise's new look, which he wore to this year's Oscars, is the V-necked shirt. But not just any old V neck. "The V is very high," says Bradshaw. "It's sharper and cleaner than a low V neck, which can show too much chest and look a little too gigo." "

What else descended on the runways? Top trends included taxicab yellow ties and shirts under gray suits, Woolworth flip-flops, bright shiny short-sleeve dress shirts (by designer Gene Meyer) shown with short ties, boot-cut pants, and Nautica's Gilligan-style fishing hats. But in all instances, everything was tight, tighter, and tightest. "Even the street [clothes] are less baggy. You're seeing the V necks and slim-fit polo shirts there, too," says Maximilian Gross, copresident of the clothing company 2B1, whose shirts are worn by Prakazrel Michel and Wyclef Jean of Fugees.

Even the Stiller family is picking up on the style. At the Hugo Boss show, Ben Stiller sported the new V neck. And his dad, Seinfeld's Jerry Stiller, is veering in the same direction. "As Frank Costanza," he says, "it would give me the opportunity to get out of a leisure suit."

**GRAPHIC:** COLOR PHOTO: STEVE GRANITZ/RETNA, TOEING THE NECKLINE: Tom leads the V-for-all (1); models du jour Jason Lewis (2, in Tommy Hilfiger) and Alex Lundqvist (3, in Nicole Farhi); short ties and fishing caps catch on (4, 5); Stiller with dad and mom Anne Meara (6) 1[Tom Cruise]; COLOR PHOTO: JOE MAJOR, [See caption above] 2[Jason Lewis]; COLOR PHOTO: JOE MAJOR, [See caption above] 3[Alex Lundqvist]; COLOR PHOTO: PATRICK MCMULLAN/LFI, [See caption above] 4[Male fashion model wearing short tie]; COLOR PHOTO: PATRICK MCMULLAN/LFI, [See caption above] 5[Six male fashion models wearing fishing hats]; COLOR PHOTO: Barry Talesnick/Retna [See caption above] 6[Jerry Stiller, Ben Stiller, and Anne Meara]

**LOAD-DATE:** August 12, 1996



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*DIXIE STYLE;BLASTS FROM THE PAST;Students revert to '70s with lace-up T-shirts, hip-hugging jeans as they head back to classrooms The Atlanta Journal and Constitution August 18, 1996, Sunday,*

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The Atlanta Journal and Constitution

**August 18, 1996, Sunday, ALL EDITIONS**

**SECTION:** DIXIE LIVING; Pg. 08M

**LENGTH:** 265 words

**HEADLINE:** DIXIE STYLE;

BLASTS FROM THE PAST;

Students revert to '70s with lace-up T-shirts, hip-hugging jeans as they head back to classrooms

**BYLINE:** Marylin Johnson; STAFF WRITER

**BODY:**

The Brady Bunch would fit right in.

From hip-huggers and polyester to lace-up shirts and corduroy, kids trudging back to school are bound to wear '70s-inspired clothes.

"Fashions tend to run in a 20-year cycle," says Maureen Wright, spokeswoman for Mervyn's California stores. "It's time for this decade to be hot again for kids."

To do it right, teenage girls go for hipster jeans ---sandblasted and flared at the bottom ---or polyester flares in black and plaids. When it comes to toppers, think shape, stretch and shine. Hits include knit T-shirts with lace-up treatments or zippers; mock turtlenecks in stripes and flower-power prints also come out on top.

Corduroy, that all-time school classic, looks retro when cut into trousers, jumpers and skirts. Look for A-line minis and sheath dresses in everything from polyester to plastic to an array of plaids. Retro colors range from brown, in all shades, to lime and kiwi greens, black and the combo of red-black-and-white.

Guys also do their '70s thing in corduroys and jeans with slightly flared bottoms. These are topped with plaid shirts, striped Ts and the wide-collar, diamond-trimmed Kramer shirt, named after the "Seinfeld" character in the TV sitcom who loves vintage fashion.

Tykes in grade school love to follow the lead of their elders and will don '70s styles as well. Other popular looks with this set: plaid minis; vests; zip-front jackets, often in black; twin sets; corduroy and denim overalls; denim pants decorated with patch pockets, zippers and rivets; anything from Tommy Hilfiger and **Nautica**.

**GRAPHIC:** Color photo: Jet Set's corduroy jumpers are classic classroom looks and are \$ 20. Pair them with a striped T-shirt (about \$ 18).

Color photo: From the left, a lace-up shirt (\$ 16) tops flare-leg hipster jeans (\$ 38); center, a striped v-neck top tucks neatly into belted

carpenter pants (\$ 38), and right, a floral print blooms brightly on a T-shirt (\$ 28) paired with low-rise jeans.

Color photo: Zip a vest (left, \$ 11.99) over a blouse (\$ 10.99) and pleated plaid mini (\$ 13.99). Right, top a knit blouse (\$ 11) and kilt (\$ 16) with a patchwork-and-blanket-stitched vest (\$ 14). At JCPenney stores.

Color photo: Retro is cool with these "Kramer" shirts (about \$ 16.99) and corduroy shorts (about \$ 13.99).

**LOAD-DATE:** August 20, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[1\]](#)

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*Patterns The New York Times August 20, 1996, Tuesday, Late Edition - Final*

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**August 20, 1996, Tuesday, Late Edition - Final**

**SECTION:** Section B; Page 7; Column 1; Style Desk; Fashion Page

**LENGTH:** 686 words

**HEADLINE:** Patterns

**BYLINE:** By Constance C. R. White

**BODY:**

Casual Corner Branches Out

Casual Corner, which last year began a turnaround to revive its floundering business, plans to open the first of two superstores today, housing its three collections -- Casual Corner; August Max, for large sizes, and Petite Sophisticates. The first store opens in Houston; a second is to open on Aug. 29 in Austin, Tex.

In what may provide some long-overdue competition for Victoria's Secret, this fall, Casual Corner stores nationwide will introduce Casual Corner Tres, a line of lingerie, swimwear and sleepwear made in Italy.

Casual Corner was once home to sleepy, inexpensive career clothes. It is now taking to malls sophisticated, versatile designs at moderate prices, much as Tommy Hilfiger, **Nautica** and Lauren by Ralph Lauren are doing in department stores.

"It will be a total women's store," said Mara Urshel, the president of brand development at Casual Corner Group Inc., based in Enfield, Conn. "Intimate apparel is also a logical step for a women's store." Casual Corner will remain career-oriented.

Ms. Urshel maintains that many women buy clothing in more than one size category. The superstores will enable women to shop in petite, regular and large sizes. "We found there's a lot of cross-shopping between customers," she said.

A Spa for Bergdorf

With Frederic Fekkai out of the picture, the way is clear for Susan Ciminelli to open her day spa in Bergdorf Goodman this fall.

Mr. Fekkai, who ran a hair salon at Bergdorf, has moved on to Chanel. His Bergdorf agreement had blocked Ms. Ciminelli from opening a spa on the premises, although the store carries her treatment products.

In March, Ms. Ciminelli closed her spa at 601 Madison Avenue (57th Street), which was popular with top models, as well as with Dawn Mello, Bergdorf's president, who brought her to the store. (In September, a

four-story Emporio shop will open at the old Ciminelli site.)

Ms. Ciminelli has converted what was a temporary summer business in the Hamptons into a year-round salon in Easthampton, L.I. Her agreement with Bergdorf prevents her from opening any more salons within a 75-mile radius of the store.

Ms. Ciminelli tried a partnership with a retailer once before. She was to operate the spa in Barneys New York's Madison Avenue store when it opened in 1993, but the negotiations fell apart.

At Bergdorf, her spa -- for women and men -- will be part of the store's new penthouse beauty-treatment area and will adjoin the new John Barrett hair salon.

Mr. Barrett, who was the resident hair stylist on the television show "Friends," created the widely copied coif for the actress Jennifer Aniston.

### Showcasing Black Talent

There are plenty of source books floating around, should one need a photographer, stylist, designer or makeup artist. The newest venture in this area showcases the work of African-Americans exclusively.

"Boom Collective," a glossy black-and-white directory of photographs, presents more than 50 largely fledgling creators. The participants paid to be listed. Most of the better-known black makeup artists, stylists and designers are absent.

Still, "Boom Collective" could be valuable. Among those mentioned are Edward Wilkerson, a former designer for Donna Karan and a nascent photographer; Lloyd Boston, a graphic designer for Tommy Hilfiger; Quietfire, a makeup artist who has worked with Whitney Houston; Karen Pugh, a photographer, illustrator and former accessories designer for Ralph Lauren, and Coreen Simpson, a jewelry designer.

"Boom Collective" is published by Boss Publication of Manhattan. It also produces New Word, a magazine on black pop culture and style. Garrett Fortner, the company's owner, said the directory's goal is to expose more of the work produced by blacks to decision makers in film, music, advertising and fashion.

"African-Americans have a hard time breaking into the industry, simply because people can't see what they do," he said. "It was important that the directory be visual."

"Boom Collective," which will be published annually, costs \$20 and will be sold by mail and in bookstores.

**LOAD-DATE:** August 20, 1996

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Terms: [nautica](#) and [date](#)([geq](#) {1/1/1996} and [leq](#) {12/31/1996}) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica Woman to Set Sail Women's Wear Daily August 23, 1996*

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Women's Wear Daily

**August 23, 1996**

**SECTION:** Pg. 4; ISSN: 0149-5380

**IAC-ACC-NO:** 6382592

**LENGTH:** 1297 words

**HEADLINE:** **Nautica** Woman to Set Sail

THIS IS THE FULL TEXT

**BODY:**

NEW YORK - **Nautica's** beauty division has weathered some choppy seas in its four years, but David Chu, president, chief executive officer and designer of **Nautica** International Inc., said the tide is turning.

He has been working since March with fragrance marketer and manufacturer Paul Sebastian to get the licensed category shipshape.

In late January, the company will launch its first women's scent, **Nautica** Woman. It will be followed two months later by a second men's entry.

A slew of other licensed business opportunities - from furniture and bed linens to women's shoes, watches, sunglasses, swimwear and hosiery - is also on the board for next year.

Chu said the women's scent will be heavily cross-merchandised with his new women's sportswear line; the first collection made its department store debut earlier this week.

With fragrance a key anchor, Chu is charting **Nautica's** course toward becoming an enduring master brand.

**Nautica** Woman, rolling out to 1,400 doors, is expected to generate \$ 20 million at retail its first year, according to Paul Sebastian president and ceo Alan Greco.

It was developed by an international team at Creations Aromatiques, the house that concocted the first **Nautica** fragrance.

The new scent features fruity top notes of mandarin, bergamot and grapefruit. Middle notes are a melange of muguet, rose and green accords. The dry-down is a blend of sandalwood, amber and musk.

Items include a 0.5-oz. perfume for \$125 retail, a 3.4-oz. eau de toilette for \$ 48 and a 1.7-oz. eau de toilette for \$ 35.

Like the men's sail craft-inspired bottle, the women's frosted glass design features a soft curve.

'It conveys a feeling of movement,' Chu said, 'but is softer and more feminine.'

Chu said he is targeting 22-to-45-year-old 'modern women who appreciate classic ideas - intellectual types.'

At launch time, the company also will unveil the **Nautica** Woman scented bath and body collection created by Collaborative Laboratories in conjunction with Paul Sebastian perfumer Richard Lonewski and consultant Betsey Forsythe Schmalz.

'It's about the **Nautica** experience,' Greco said. 'The momentum is strong for us.'

Offerings include a 4.5-oz. skin smoother at \$ 30 retail, a 6.6-oz. lotion spray for \$ 25, a 6.6-oz. shower conditioner for \$ 20, a 4.5-oz. cool mist for \$ 16.50 and a 5-oz. bath bar for \$ 12.50.

While advertising plans are still being worked out, Greco said **Nautica** Woman would be supported initially by a \$ 6 million campaign. It will involve outdoor and print advertising in lifestyle and fashion books, as well as special-interest publications. Chu and Greco have not yet settled the question of television advertising.

Greco said there will be separate ad budgets for the two men's scents.

'Each will have their own push,' he said.

While **Nautica** Woman is not scheduled to arrive on counters until the third week of January, consumers will be able to sample it as early as November. Men's holiday gift sets will contain 0.3-oz. sample vials of the fragrance.

Greco plans to follow them in January with 15 million scented store remits. Five million postcards affixed with Scent Seals will go out via direct mail. And, 250,000 key shoppers will receive 0.25-oz. miniature bottles by mail.

Paul Sebastian executives are also devising ways to get the men's and the women's scents into the hands of college students.

In addition to plans for distribution to most of the doors that now carry the men's scent, **Nautica** Woman will be merchandised in the 150 doors that received the women's ready-to-wear collection this week.

These stores - including Bloomingdale's; Lord & Taylor; Saks Fifth Avenue; Macy's East and West; Nordstrom; Dayton's, Hudson's and Marshall Field's, and Dillard's - feature new **Nautica** women's shops averaging 1,000 square feet.

By the collection's second major season, spring 1997, the number of women's shops should climb to 250, Chu said.

The men's sportswear line is in 1,200 doors, including some 850 in-store shops, he said. **Nautica** also owns and operates two U.S. stores here and in Newport Beach, Calif., and has 62 retail stores abroad.

While details about the second men's scent are still under wraps, Greco said it would be 'sports-oriented' and should rack up \$ 15 million at retail its first year.

The original **Nautica** men's scent is on track to bring in \$ 40 million at retail this year, he said, adding that he hopes to take it to the number-four spot next year from the ninth, 10th and 11th positions it now occupies in most of its doors.

'We're coming at 1997 like a steam-roller,' Greco said. 'We're looking to make waves.'

Key doors for the men's fragrance include Macy's East and West, Dayton's, Hudson's, Rich's, Hecht's, Dillard's, Famous Barr, Filene's, Kaufman's, Belk's, Foley's and Robinson's May.

**Nautica's** men's fragrance was launched by Revlon in April 1992, which sold it, along with its entire roster of designer fragrances, in December of that year to Halston Borghese. Paul Sebastian bought the license in March and spent the first several months cleaning up its distribution.

'We had to let retailers know that we were serious,' Greco said. 'We signed a new deal for Canada distribution with Summit Cosmetics of Toronto in July. We had to be careful so the goods don't come back to the U.S. in the gray market.'

In September, the company will add **Nautica**-scented men's toiletries to the mix. Products will include a 4-oz. after-shave balm for \$ 25 at retail, two items at \$ 14.50 each: a 5-oz. shave cream and a 6-oz. shower gel, and a 4-oz. talc for \$ 14.

'It was frustrating to work with Halston Borghese,' Chu said. 'They didn't push us like this. It is so important to have the right partnership.'

Barbara Zinn Moore, senior vice president of cosmetics and fragrances at Macy's East, said the fragrance franchise has a strong chance for success.

'**Nautica** is a great brand with huge untapped opportunities,' Moore said. 'The men's fragrance has been able to maintain volume despite all the changing of hands. Somehow, the name has been able to rise above that. It posted one of our biggest increases for spring.'

'I thought **Nautica** Woman looked good,' she continued. 'I like the juice, and the packaging is clean and pretty, not gimmicky. I think people will respond to that. Moreover, newness is selling and solid brand names are selling. **Nautica** Woman has both. And that's a strong marriage. It will be a major player. It could be a top 10. January is a good time to launch, too, because of pre-Valentine's Day business. It's when we introduced Polo Sport Woman. It's great to start the year off with a bang.'

A graduate of the Fashion Institute of Technology here, Chu founded the company in 1983 on the premise that fashion can be highly functional. His first line consisted only of six men's outerwear pieces, but it has evolved into a full-blown collection of three components: **Nautica** sportswear, tailored clothing and **Nautica** Competition, technical sportswear in performance fabrics.

In 1984, **Nautica** was acquired by State-O-Maine Inc., a public apparel company that changed its name to **Nautica** Enterprises in July 1993.

In its fiscal year ended Feb. 24, **Nautica's** earnings climbed 33.4 percent to \$ 31.9 million, or \$ 1.50, from \$ 23.9 million, or \$ 1.15. Sales increased 22.2 percent to \$ 302.5 million from \$ 247.6 million.

Industry sources estimate **Nautica's** apparel business will do \$ 350 million at wholesale this year. Its 23 international licenses should generate an additional \$ 200 million at wholesale this year, the sources said.

They range from small leather goods to hats, neckwear, children's wear - and even a **Nautica** edition of a Lincoln-Mercury Villager minivan: 'We sell about 10,000 of them a year,' Chu said.

- Kim-Van Dang

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*THE GARB THAT MAKES THE GRADE< THE AVERAGE HOUSEHOLD WILL \$380 ON BACK-TO-SCHOOL< MERCHANDISE THIS FALL, ACCORDING TO ONE SURVEY. The Philadelphia Inquirer AUGUST 25, 1996 Sunday D EDITION*

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**AUGUST 25, 1996 Sunday D EDITION**

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**HEADLINE:** THE GARB THAT MAKES THE GRADE< THE AVERAGE HOUSEHOLD WILL \$380 ON BACK-TO-SCHOOL< MERCHANDISE THIS FALL, ACCORDING TO ONE SURVEY.

**BYLINE:** Denise Cowie, INQUIRER STAFF WRITER

**BODY:**

If your children aren't wearing official uniforms back to school after Labor Day, chances are they'll be garbed in that other uniform.

Denim, of course.

But if your sense of deja vu is even stronger than usual, it may be because many of the styles you're seeing on the racks look as though they came straight from the '70s - or even the '50s, for flat-front chinos and shirt jackets.

Among the retro looks: tight-fitting poor-boy sweaters, hip-hugging flared-leg pants, floral prints (computer-generated this time around, and often in colors nature never intended), double-knits, retro-striped sweaters with neck or full-front zippers, and polyester, lots of it, in skirts, dresses and palazzo pants, from such labels as Byer and Rampage. (Don't worry, Mom, this polyester is way different from what you remember, and it has great novelty appeal for today's kids.)

Not every look is retooled '70s, though. Other trends that make the cut from grade school through high school include wide-wale corduroy, thick and plush, in pants, jumpers and overalls; plaids and bold checks in everything from scooter skirts to workshirts, which occasionally have hoods; slinky dresses; mock turtlenecks; fleece and quilted outerwear; ski-look sweaters and shirts; fabrics that shine; varsity sweaters, and team sports merchandise (remember, the Eagles revamped their uniforms this summer). The major-league trim is the zipper. Big, shiny, and intended to be seen, zippers are everywhere, often with showy ringtabs.

Among small fry, Kamikaze Kids reports, sherpa and polarfleece are a huge hit for outerwear, and the Children's Place decrees the colors of fall as crayon brights - royal blue, kelly green, blazing orange and schoolhouse red - used singly or in combination, with heather gray and black to tie it all together. Strawbridge's is selling lots of necklace tops from Sweet Soda - shirts that come with their own jewelry.



Shoes? Retro clunky and lace-up Oxfords make an appearance, and sneakers and lug soles are all over, as always.

"Lug soles are popular just about across the board, even Mary Janes with a lug sole," says Carmen Aseron, fashion director for Nordstrom in King of Prussia.

As for denim, "kids love it, and so do moms," says Aseron. "Denim is very generous in size, baggy and comfortable, whether it's an overall or carpenter jeans."

Wide-leg jeans, especially, seem sure to succeed. Unlike bell-bottoms, wide-leg pants have a uniformly full leg through the thigh, knee and ankle, which makes for a more drapey look than your old baggy jeans.

"We expect wide-leg styles to be a huge hit for fall across the board," says Lee Jeans executive Gordon Harton. "It's not often that we see a trend encompass men's, misses', juniors' and kids' products."

You'll also find denim in jackets, wrap dresses, granny dresses, miniskirts, skorts, jumpers, overalls, coveralls, shortalls and vests, plus the inevitable jeans - standard five-pocket jeans, wide-leg jeans, carpenter jeans, flares, and colored denim. You name it - if it's denim, it probably makes the grade.

Still, not all denim is created equal in the minds of the logo-conscious crowd.

At Strawbridge's, the hot labels for teens and grade-schoolers include Calvin Klein, Levi's, **Nautica**, Tommy Hilfiger, Ralph Lauren and Nike. Macy's and Nordstrom echo the popularity of designer names - and Macy's gives Guess?, Esprit, Oshkosh and Mickey & Co. an A-plus for appeal, also.

The American Express Retail Index, which monitors consumers' retail spending trends through nationwide surveys, shows that high-schoolers are the most brand-conscious, but elementary-school students have strong preferences, too. Levi's and Nike top the national list, followed by the Gap, Reebok and Guess?, plus designers Hilfiger, CK and Polo/Ralph Lauren.

High-status labels, though, often have higher price tags, which can mean problems for budget-conscious parents.

The average household, according to an Opinion Research Corp. survey for Marshall's, will spend \$380 on back-to-school merchandise this fall, for a whopping total of \$11 billion nationwide.

"Kids become conscious of trends at a very early age," says Doreen Thompson, spokesman for Marshall's, the off-price retail chain. "Young children can be very demanding when shopping with parents who are trying to save money."

How to manage it so that your kids don't feel left out and you don't bust the budget?

Some experts suggest you say yes to status logos on less expensive items such as T-shirts or baseball caps, or update a basic wardrobe with a couple of trendy accessories. Others suggest you let older students do their own shopping, but on a strict budget: You have this many dollars, Johnny, and you have to buy these items; now you figure out which labels you can afford.

"The best strategy is to plan in advance," suggests T.J. Maxx fashion spokeswoman Laura Cervone. Parents and children should prepare a list of needs and agree upon goals before they go shopping. If everybody knows the ground rules, there will be less stress in the stores.

**GRAPHIC: PHOTO;**  
**PHOTO (1)**

1. The "scooter" skirt is one of fall's favorites. It's a combination of skirt and pants, somewhat like a skort.

Source: News & Business > Combined Sources > News, All (English, Full Text) (1)

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*Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDS Fund-raiser The Sun Reporter August 29, 1996*

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August 29, 1996

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**HEADLINE:** Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDS Fund-raiser

**BODY:**

Macy's Brings Fashion, Compassion To Fort Mason For HIV/AIDS Fund-raiser.

From its humble beginnings as a small presentation in the employee cafeteria 14 years ago, to its current incarnations as America's premier fashion show and HIV/AIDS fund-raiser, Macy's Passport '96 "On The Edge" gets bigger and better every year. Held this September 19 and 20 at Fort Mason Center, "Passport '96" will dazzle San Francisco once again with super models, Hollywood stars, and sports celebrities who will strut down the runway in Macy's finest fall fashions for men, women and children.

Since becoming an HIV/AIDS fund-raiser, Macy's "Passport" has raised 2.7 million. This year alone, Macy's will unite the sports, fashions, and entertainment worlds and more than 60 corporations to raise more than 1 million for the cause. Macy's welcomes Elizabeth Taylor back for a third year as "Passport's" Honorary Chair, Earvin "Magic" Johnson, who will host the opening night, joins Sharon Stone as event co-chair. Five of the nation's leading HIV/AIDS organizations will be "Passport's" beneficiaries: American Foundation for AIDS Research (Am-FAR), Project Open Hand, UCSF/Macy's Center for Creative Therapies, Magic Johnson Foundation, Inc., and The Elizabeth Taylor AIDS Foundation.

"On The Edge" promises to be the most spectacular "Passport" production yet - from the gravity-defying performance by the athletic dancers of The Apogee Troupe, led by Cirque du Soleil choreographer Debra Brown, to the cyber-tribal, female percussionists of D'Cuckoo. In a red-hot finale dedicated to the Viva Glam Counture Colour Collection of gowns, RuPaul, the First Face of M\* C\* C will premiere a track from his new Rhino Records LP, "Foxy Lady." A tribute to the fedora featuring San Francisco's own best-dressed mayor Willie Brown and the modeling debut of 12 adorable Macy's Kids Model Search winners are sure to please the crowd.

During the hour-long extravaganza, the "Passport" fashions will travel on the edge and around the globe - from razor-sharp, competitive sportswear to sexy silk boxers in vivid colors, from clean, lean silhouettes to tough military chic, from multi-cultural kid's garb to 70's inspired hip. Cutting-edge fashions by Armani, Donna Karen, Calvin Klein, Bazaar Christian LaCroix, and others, will be joined by guest designers David Chu for Nautica, Steven Slowik, Gene Meyer, and Eddie Rodriguez for Wilke\* Rodriguez, who will appear in the show.

Much more than a fashion show "Passport" is fashion theatre, that keeps the audience on the edge of their seats with its unique synthesis of sassy modelling, sophisticated staging, live performances, and state-of-the-art multi-media. More than 200 moveable lights will blaze on the multi-level stage, which will slice toward the rafters in an explosion of geometric lines. The 120-foot runway will be constructed with retracting drawbridges and custom hydraulic lifts to add drama, edges and height. A billboard-size video wall will flash more than 1,000 images during the show, while the sound system amplifies non-stop music - from sexy Cuban ballads to cutting -edge house rock. KGO-TV will cover the festivities in a special one-hour broadcast.

As spectacular as the action on the runway, a fashionable feast precedes the opening night show. Sponsors and patrons will attend a black-tie gala dinner prepared by the famous chefs of One Market, Lark Creek Inn, Catahoula Restaurant, and Boulevard, while other guests partake of sumptuous hors d'oeuvres at a wine reception catered by San Francisco's top hotel restaurants.

"Passport" tickets have sold out in a record three days. To meet demand, Macy's and American Express have added a special Cardmember evening on September 18, hosted by Earvin "magic" Johnson, to benefit the Magic Johnson Foundation, Inc. Before the fashion show, Magic will host an auction of one-of-a-kind fantasy packages, including an NFL, Pro Bowl weekend in Hawaii, a walk-on part on a network TV series, and a "Shoot-out" with Magic on stage (Bids start at 5,000 - don't leave home without your sneakers!).

Celebrating a decade of sponsoring "Passport," over and above its corporate contribution, American Express expects to up to an additional 100,000 through a four-week promotion involving its Cardmember. For each purchase made at Northern California Macy's from August 31-September 21, American Express will donate .75 to "Passport" beneficiaries. Their contribution will double to 1.50 per purchase at "Passport In-Store." The in-store HIV/AIDS fundraiser will be presented by Galmour Magazine, in association with Vanity Fair, Details and Gourmet Saturday, September 21 at Macy's Union Square.

To order tickers for the September 18 American Express Cardmember evening, call 510/680-A MEX, or purchase tickets at the "Passport" Box Office at Macy's Union Square in the First Stop Shop. For more information about the event, call the "Passport Hotline" at 415/393-3700. Passport "96" On The Edge" is also sponsored by Swatch, **Nautica**, GTE Moblinet, 24 hour Fitness, M\* C\* C, Levi's, Christain Dior Fragrances, Bacardi Limon, Virgin Megastore, Grand Hyatt San Francisco, San Francisco Chronicle, United Airlines, Toyota Motor Sales, San Francisco Focus - A Doablo Magazine, KGO-TV, Robert Mondavi and Woodbridge Wineries.

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*The retailer speaks; interview with Karl's Clothiers Inc. owner Adam Richman; Interview Children's Business August, 1996*

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Children's Business

**August, 1996**

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**HEADLINE:** The retailer speaks; interview with Karl's Clothiers Inc. owner Adam Richman; Interview

**BYLINE:** Sanders, Shari

**BODY:**

A family friend gave Dustin Hoffman a precious piece of advice upon graduation in "The Graduate": Plastics. The four Richman kids were given advice of a different sort by their father Alan. The owner of Karl's, a retailer that believes in keeping the special in specialty store, said: "Do what makes you happy." All of them were happy to join the 76-year-old family business, Karl's children's clothing and furniture.

Florence and Simon Richman built Karl's in 1920 on the premise that the customer deserves unique merchandise and impeccable service. It was this belief that second-generation leader Alan also lived by. After his sudden passing in May, the Richman kids vowed to continue this tradition.

Today, the youngest Richman son, Adam, sits in his father's swivel chair in the back office and handles day-to-day operations; mother Bonnie runs the infants' furniture and bedding department she created 15 years ago; brother Brad supervises shipping and customer service; brother Larry oversees systems; sister Heidi buys clothing and accessories; uncle Herb manages the floor; and Adam's wife Jody buys clothing and directs the baby registry. CB Sr. Editor Shari Sanders visited Karl's for a look at how a family-run business remains grounded in tradition without getting stuck in the past.

CB: It is a test of strength for an entire family to work together everyday.

Adam Richman: The key to our success is that we all know and accept our responsibilities. If we need breathing room, we've got a four-floor operation. All in all, we share a common goal - keeping Karl's tradition intact.

CB: How are you able to do that in today's competitive marketplace?

Richman: Competition? We don't have any! Seriously, we set Karl's apart by offering products customers won't find in every other store. We can't pretend to compete with Young World, or Kids "R" Us or the discounters - and frankly, we don't want to. GapKids is a competitor, but they concentrate on playwear. We don't want to be king of the T-shirt business. Our customers don't come to us for that. We're not afraid to push price points. We've brought in some very high-end lines, like Versace, Moschino and Coogi, handpainted furniture from Periwinkle and custom rooms from I.D. Kids. We're selling sweaters for \$ 200, furniture packages for \$ 4,000. The customers are buying them.

CB: Who are these customers?

Richman: We have two distinct customers. The customer coming from mainline Philadelphia is interested in status, dressing their kids in the hottest name brands - Hilfiger, **Nautica**, Polo and cK. That customer is also willing to spend hundreds on custom leather outfits. Working with five suppliers in the U.S., we're able to make 600 custom outfits in the busy Easter season. Our other customer is an affluent working parent or parent-to-be from Philadelphia and New Jersey suburbs. She would rather spend her money on an expensive crib with custom bedding, European sportswear or suits from Nicole Miller and Europa.

CB: How do you reach this diverse customer base?

Richman: People know us for our innovative advertising. Whether we were at a Phillies game or a local restaurant, people would say, "Hi, Uncle Alan," referring to the way my Dad was portrayed in the ads. He had some crazy ads, like the one where he challenged customers to have their babies on one of three given dates. If they committed to a purchase 90 days in advance, and delivered on one of those dates, they got \$ 500 off their total order. We also advertise with coupons. We can track our success record by the number of coupons redeemed in the store. Sometimes we spotlight our hottest name brands, but for the most part, we advertise Karl's tradition.

CB: Where do you see growth opportunities?

Richman: We're getting a nice share of the layette business, but we feel we can do much more. We're planning to separate layette into its own room, where the customer can sit with a salesperson for a few minutes or a few hours. The atmosphere will be very upscale. We'll continue to bring in European lines like Absorba, Petit Bateau and Gallipette and basics like Carter's and Little Me. We'll also continue with our unique services. We put aside a boy, girl and neutral layette for three months, and when the baby is born we send over the appropriate group in a cellophane-wrapped basinet.

CB: Many retailers have a tough time with boys' wear. You seem to have developed a niche with that classification.

Richman: Boys' wear is by far our best business - 60 percent of our total apparel volume. Most other retailers treat it as a stepchild. We plan on giving it more showroom space and expanding the selection. We created a Hilfiger shop about a year ago. We'll also expand the suit selection and may bring in a full-time tailor.

CB: What other things can you offer customers?

Richman: Probably the most important thing besides the selection that we offer is experience. We have 25 employees, and most of them have been with us at least 10 or 15 years. They know a great deal about the products we carry. A customer can go into a department store, stand there for ten minutes, and not have a single salesperson ask them if they need help. We explain everything for as long as it takes. That becomes especially important with nursery furniture. It's not just parents that come in to buy these days, it's the whole family. There can be 20 opinions out there. Without service, we might as well shut our doors.

CB: What would you be doing if you weren't running Karl's?

Richman: I've got to be honest. I feel, like I hope everyone else in this family does, that I could do just about anything I set my mind to. But this is where I belong, where we belong. At the dinner table, other families talked about sports or what their kids did in school. We talked about the store. It was and is our life. I wish my Dad could have been around for another 10 years to teach us everything he knew about the business, then retire on a lounge chair in Florida. He went too soon, but he left us with a solid business.

**GRAPHIC:** Photograph

**SIC:** 2300 APPAREL AND OTHER TEXTILE PRODUCTS

**IAC-NUMBER:** IAC 18636316

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** September 09, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica Apparel Inc Childrens Business September 1996*

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Business and Industry

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Childrens Business

**September 1996**

**SECTION:** Vol. 19; Pg. 12; ISSN: 0884-2280

**RDS-ACC-NO:** 694119

**LENGTH:** 86 words

**HEADLINE:** Nautica Apparel Inc

**HIGHLIGHT:**

Nautica Apparel Inc has signed a licensing agreement allowing Eagle's Eye to manufacuter and market the Nautica girls' collection as well as an agreement with Aquarius Ltd for boys' gloves

**BODY:**

Nautica Apparel, Inc. has signed a licensing agreement allowing Eagle's Eye to manufacture and market the Nautica girls' collection. Set to debut July 1997, the size 2 through 14 line will include casual looks as well as activewear pieces. Distribution will reflect that of the Nautica boys' collection. In addition, the company has signed an agreement with Aquarius, Ltd. for a men's and boys' glove collection. Set to debut in December for all '97, the line will offer ski, fleece, suede and leather styles.

**TYPE:** Journal; News Brief; Fulltext

**JOURNAL-CODE:** CHILBUSI

**LOAD-DATE:** October 1, 2004

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica Adding Home HFN September 2, 1996*

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HFN

**September 2, 1996**

**SECTION:** Vol. 70, No. 36; Pg. 1; ISSN: 1082-0310

**RDS-ACC-NO:** 696425

**LENGTH:** 1274 words

**HEADLINE:** **Nautica** Adding Home

**BYLINE:** Sarah Johnson

**HIGHLIGHT:**

**Nautica** Enterprises, a supplier of men's and women's apparel and accessories with sales of over \$1 bil worldwide, is introducing its first 3 home textiles licenses

**BODY:**

**Nautica** Enterprises, a supplier of men's and women's apparel and accessories with sales of over \$1 bil worldwide, is introducing its first 3 home textiles licenses: Dan River for sheets and bedroom ensembles Ex-Cell Home Fashions for shower curtains and table linens and Leshner Corp for beach and bath towels.

**Nautica** Home is expected to have \$50 mil in retail sales by the end of its first year. The home textiles industry has retail sales of over \$15 bil currently. **Nautica** plans to tap into upholstered furniture, case goods, wall coverings and possibly home fragrance. **Nautica** is now working on 2 concepts for the first home collection: Navy & White and Island. **Nautica** has about 40 licensees and is distributed to about 40 countries. Retail sales from its sportswear division come to \$700 mil and sales for its licensed products are about \$400 mil.

NEW YORK -- Ralph, Liz, Calvin, watch out! There's a new kid on the home furnishings block.

**Nautica** Enterprises, a supplier and licensor of men's and women's apparel and accessories with total worldwide sales in excess of \$1 billion, is entering the home furnishings market with its first three home textiles licenses: Dan River for sheets and bedroom ensembles Ex-Cell Home Fashions for shower curtains, bath accessories and table linens and Leshner Corp. for bath and beach towels.

Executives estimate **Nautica** Home will register approximately \$50 million in retail sales by the end of its first year. The home textiles industry currently has annual retail sales in excess of \$15 billion.

In an exclusive interview with HFN, David Chu, president and chief executive of **nautica**, said the move into home textiles is just the beginning. Other home furnishings categories he is hoping to tap into include case goods and upholstered furniture, wall coverings and possibly home fragrance.

"I see no reason to believe our home business can't be the same size as our sportswear business. I think if you're executing the right design, and the right distribution, the business will seek its own level," Chu added.

"Particularly with today's shifting dollar, so many consumers are buying more for the home. That's the trend. I think the opportunity for the home is just tremendous," said Chu.

"We've seen that a lot of the baby-boomer generation was spending their disposable income on clothes and as that group began to age, we see that they're now spending more time and money on their home. That's really one of the main reasons why we got into this business," Chu maintained.

In apparel, the **Nautica** label is known for its fresh, simple colors and designs. According to Chu, who founded the company in 1983, this look will be translated to the home. "**Nautica** is really a total lifestyle and design concept of which home has become a natural ingredient," said Chu.

The line is intended for better department stores, and will debut at the April 1997 Home Textiles market. According to Chu, **Nautica's** strong relationships with these better department stores will give the company's home collection an advantage in the crowded field of designer home textiles licenses.

"Our current customers are very excited about **Nautica** Home because they want something that will make them feel more exclusive," Chu said. "They want something that will give them an edge."

The plethora of designer brands in the home textiles market includes Ralph Lauren, Calvin Klein, Liz at Home, Guess, Bill Blass and Laura Ashley, among others. **Nautica** plans to position its home furnishings brand in the moderate to upscale price range.

Ruth Anapol, senior vice president of licensing, is quick to add that "we're still in developmental stages. We would be closer in price to Liz at Home than we would do Calvin Klein."

**Nautica** officials will work with their licensees to set up in-store shops which will be located in the home area of department stores. The type of fixturing for these shops has yet to be determined.

Chu said many stores already have **Nautica** lifestyle shops in their apparel departments. "I think it's very important to present the entire **Nautica** lifestyle concept to the consumer," he explained. "The consumer wants to buy the whole idea, and she really needs to be shown the entire package. You need to provide something more than a sheet or a couch. Nobody needs another basic white sheet."

**Nautica** is currently working on two concepts for the first home collection: Navy & White and Island. The first group will have a clean, classic bent with a slight Deco touch, "a departure from the typical floral motif," Chu said.

"It will be easy, simple and elegant. **Nautica** has a classic concept combined with functionality. I like classic ideas and I like modern concepts. This will blend the two. We want to give **Nautica** Home a cleaner, simpler look versus a ton of floral patterns," Chu related.

The other group, Island reflects a summer-inspired, casual concept, using intense blues and yellows. "Our sportswear is well known for its use of colors, so this will be a natural transition for us."

**Nautica** will present at least four bed ensembles for April market according to Anapol. "We'll do several thread counts but 220 will be the basic count." Dan River is licensed to make the 100 percent cotton sheets in prints and solids, comforters and window treatments.

"Price points will cover the upper-moderate and better ranges for home textiles," said Tom Muscalino, president, Dan River.

Ex-Cell Home Fashions will create the vinyl and fabric shower curtains and related bath accessories, as well as table linens and accessories. Leshner will create the bath and beach towels, which will include special logo designs.

Because Chu strongly believes in maintaining continuity of the company's licensees, **Nautica** will control the design process. "It's very important to be consistent in every category. You have to talk to your licensees and you have to implement the ideas," said Chu.

Said Helaine Suval, senior vice president at Ex-Cell Home Fashions: "**Nautica** is creating the brand image, and we look at ourselves as the experts to create the merchandise that supports that image."

In bath, **Nautica** and Ex-Cell are toying with the idea of presenting ceramic and possibly porcelain, wood or wicker accessories. "Obviously, we recognize the type of quality that the upstairs consumer is looking for, and we will design it appropriately," said Suval. Ex-Cell will also do fancy towels that will coordinate with the shower curtains.

Table linens will consist of fabric tablecloths, runners, placemats, and napkin rings.

As for beach towels, Leshner will offer a wide range of choices, approximately 30 different SKUs. Some in the 36- by 68-inch towels will be pigment-printed and others will be pigment-printed with contrasting dobby borders.

Leshner will also make fiber reactive prints in various **Nautica** scuba motifs priced from \$19.99 to \$24.99. In each case, the **Nautica** logo will appear as a design motif on the towel. "We'll also have a group of terry jacquard loop stripes and logo towels measuring 34 by 64 inches," said Charles Schlang, president of Leshner/Renaissance.

"We choose these particular manufacturers after numerous discussions and research. We were looking for the right capability to deliver what we're looking for, the right quality and the right value ratio," Chu commented.

**Nautica** has about 40 licensees and is internationally distributed to about 40 countries. Retail sales from its sportswear division come to \$700 million and total sales for its licensed products are about \$400 million.

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** HFN

**LOAD-DATE:** October 1, 2004

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Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Hub teens tell how they'd dress for success The Boston Herald September 8, 1996 Sunday*

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The Boston Herald

**September 8, 1996 Sunday FIRST EDITION**

**SECTION:** NEWS; Pg. 008

**LENGTH:** 196 words

**HEADLINE:** Hub teens tell how they'd dress for success

**BYLINE:** By Lauren Beckham

**BODY:**

While the mention of school uniforms may make the average adolescent shudder, Boston-area teenagers would welcome the challenge of suiting up their fellow students.

"Tommy Hilfiger shirts, Nike sneakers, Boss or Tommy jeans, Timberland boots in the winter and Oakley sunglasses in the summer," Angela McCarthy, 15, of Newton, said.

Only, of course, if someone other than McCarthy is footing the bill.

Her friend, Elizabeth Scioscia, 14, of Medford, was a little more monetarily realistic.

"I'd say a T-shirt, Nikes and jeans. And occasionally, the girls could wear a skirt," she said.

Like Scioscia, most teens opted for casual.

"Sweatpants and a sweatshirt," said Nicole Ferrante, 16, of Somerville. "You can pick your own colors. You want to be comfortable."

Tony Baptista, 17, of Boston stressed the importance of labels when it comes to donning the best duds.

"Strictly Nikes, **Nautica** shirts, Levis or Ralph Lauren jeans," he said. "And a leather coat. You gotta get the leatha."

If Baptista and his friends had their way, the girls would wear miniskirts with tight T-shirts tucked in.

"All the girls," Corey Jacobs, 17, said. "Except my girlfriend."

**LOAD-DATE:** September 08, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Late summer puts sizzle in b-t-s retail volume.back to school Footwear News September 9, 1996*

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Footwear News

**September 9, 1996**

**SECTION:** Vol. 52 ; No. 40 ; Pg. 2; ISSN: 0162-914X

**LENGTH:** 800 words

**HEADLINE:** Late summer puts sizzle in b-t-s retail volume.back to school

**BYLINE:** Brady, Jennifer L.

**BODY:**

NEW YORK -- After a summer of sluggish same-store sales and listless store traffic, retailers saw some bounce in August--driven by the strong performance of back-to-school fashions, new women's designer lines and for some, footwear.

Strength was seen across the board, as several department store chains and upscale specialty shops churned out high single-digit same-store sales gains. A number of footwear retailers and discounters also had a good showing.

"In general, the tone was quite positive. The department stores were the best performers, helped by the introductions of the new Ralph Lauren, Tommy Hilfiger and **Nautica** lines," said Kim Wallin, analyst at Furman Selz.

Top performers included Saks Holdings Inc., where same-store sales grew 11.8 percent, according to its first monthly sales report since going public on May 21; Kohl's Corp. comps grew 8.1 percent; May Department Stores Co., 7.9 percent, and The Neiman Marcus Group Inc., 7.7u percent.

Melville Copr. has some spectacular comps. FootAction was the highest same-store gainer with 17.5 percent.

Brown Group Inc. divisions also did well. Famous Footwear, a 787-store chain, had same-store sale increases of 10.4 percent. Harry E. Rich, executive vp and cfo, said the double-digit gain at Famous reflected strong seasonal branded athletic shoe sales. Same-store sales for Brown's 352-unit Naturalizer division were up 4.2 percent for the month.

At the Bon-Ton Stores Inc., strong sales of misses sportswear, dresses, coats, shoes and menswear helped to lift comps 7.3 percent.

Some footwear retailers stayed in the single-digit range. Comparable-store sales increased 2.7 percent for Shoe Carnival Inc.

J. Baker produced a mixed bag of results for the month. Comparable-store sales increases (decreases) by division were as follows: Casual Male Big and Tall, 2 percent; Licensed Discount Division, 8 percent; Parade of Shoes, 2 percent; Scoa, 4 percent; Work 'n Gear, 11 percent.

Payless ShoeSource Inc. had a same-store increase of 2.8 percent.

Aside, Payless opened 10 new stores and closed 23 under-performing stores during the month. At the end of August, Payless operated 4,267 stores, compared with 4,588 a year earlier.

There were a some disappointing sales reports -- notably The Gap Inc., which had flat same-store sales, much to the surprise of analysts, who expected a gain of about 6 percent.

Other disappointments included Dayton Hudson Corp.'s department store division same-store sales, which fell 9.1 percent. Same-store sales at Dillard Department Stores were flat.

Business revved up at the J.C. Penney Co. with a 7 percent climb in same-store sales, outperforming a 4.4 percent rise at Sears Roebuck & Co.

After 15 consecutive months of same-store sales declines, Ann Taylor Stores Corp. logged a 4.1 percent increase in comps. But the news was not all good.

Ann Taylor also noted that it will take a \$ 2 million charge in the third quarter, reflecting costs tied to last month's departure of its chairman and chief executive officer. Sally Frame Kasaks.

Talbots Inc. said same-store sales rose 3.9 percent and noted that its mid-fall promotion will be shifted to one week later, thus moving some of its mid-season sales into October from September.

At the Wal-Mart discount chain, same-store sales advanced 6.2 percent. Including a 2.9 percent same-store sales rise at Sam's Club, Wal-Mart posted a 5.3 percent overall comp increase.

Kmart Corp. U.S. same-store sales inched up 1.4 percent. Federated Department Stores Co. comps rose 2.5 percent.

Dayton Hudson Corp. said same-store sales were up only 1.9 percent, aided by a 6 percent same-store sales climb at Target.

The strength at Target was partially offset by the sales shortfall at its department store division, and a 4.2 percent comp decline at Mervyn's.

Comps at Lane Bryant and Henri Bendel were both off 4 percent, while Lerner New York comps leaped 9 percent.

Soon-to-be-public Abercrombie & Fitch, one of The Limited's emerging businesses, racked up a 24 percent gain in same-store sales.


Gottschalks Inc. same-store sales were up 1.4 percent with solid sales in children's, and women's sportswear. Also boosted by sportswear and coats, Carson Pirie Scott & Co. same-store sales gained 3.2 percent. Mercantile Stores Co. comps rose 2.6 percent.

Led by a 6 percent comp gain at Younkers stores, Proffitt's Inc. same-store sales increased 2 percent overall. Proffitt's stores comps rose 2 percent while McRae's same-store sales dipped 2 percent.

ShopKo Inc. headed the group of regional discounters, with a 12.3 percent climb in same-store sales, followed by Dollar General Corp., up 8.4 percent. Ames Department Stores same-store sales slipped 0.8 percent.

**SIC:** 5311 Department stores ; 5661 Shoe stores

**IAC-NUMBER:** IAC 18658070

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica](#) and [date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Magic Johnson -- Passport's Big-Ticket Draw The San Francisco Chronicle SEPTEMBER 12, 1996, THURSDAY, FINAL EDITION*

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**SEPTEMBER 12, 1996, THURSDAY, FINAL EDITION**

**SECTION:** DAILY DATEBOOK; Pg. E7

**LENGTH:** 112 words

**HEADLINE:** Magic Johnson -- Passport's Big-Ticket Draw

**BYLINE:** Trish Donnelly

**BODY:**

When Magic Johnson and his 4-year-old son, E.J., hit the runway in Macy's Passport show next week, they'll be wearing complementary **Nautica** Competition gear.

It's what designer David Chu calls "the technical look." Magic's size XXL jacket and ski pants will be made of Nautex, a breathable, waterproof nylon. E.J.'s size XXS parka and ski pants are nylon.

Passport is sold out for September 19, but a few \$ 150 front-row seats remain for September 20. Call Project Open Hand, (415) 252-2782, for tickets.

Macy's has added a third show September 18. Tickets can be purchased at the Passport box office at Macy's Union Square or by calling (510) 680-AMEX.

**GRAPHIC:** PHOTO

**LOAD-DATE:** September 12, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica](#) and [date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Sporting life Chicago Sun-Times September 15, 1996, SUNDAY, Late Sports Final Edition*

Copyright 1996 Chicago Sun-Times, Inc.

Chicago Sun-Times

**September 15, 1996, SUNDAY, Late Sports Final Edition**

**SECTION:** SHOW; FALL PREVIEW '96; Pg. 13; NC

**LENGTH:** 217 words

**HEADLINE:** Sporting life

**SOURCE:** JIM FROST; LEZLI BITTERMAN

**BYLINE:** Maureen Jenkins

**BODY:**

As anyone who's been paying attention to anything knows, the lines between office wear and weekend wear and activewear are constantly blurring. That's one reason why designers -- and why real men -- are crossing those boundaries in their wardrobes. So on both runways and on American streets, you're apt to see guys in work-ready sweaters and slacks (and sometimes suits), with warm, athletics-inspired jackets or coats tossed over them.

For a couple past seasons, Ralph Lauren showed suits and tuxedos worn with parkas from his Polo Sport line. As publicist George Kolasa says, "It's both practical and a fashion statement at the same time."

Fellow all-American designers Tommy Hilfiger and David Chu for **Nautica** (who both have enormously popular activewear lines) did the same thing. And a trend was born.

Again, this look crosses price points and lifestyles. Youthful stores such as Urban Outfitters carry fireman-inspired rubberized jackets from Rubber Soul. More upscale retailers such as Barneys New York feature Verso nylon jackets with reflective tape and trim. And better department store staples such as Polo Ralph Lauren and **Nautica** and Tommy Hilfiger offer a range of microfiber jackets and parkas just right for topping their Euro-styled slim suits in gold-medal style.

**GRAPHIC:** **Nautica** Competition nylon/duck down jacket, \$ 295; Versace V2 wool sweater, \$ 255; Byblos wool trousers, \$ 275; Metropolitan buckled ankle boot, \$ 175, all at Bloomingdale's. See also related stories.

**LOAD-DATE:** September 16, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*A New Look Albuquerque Journal (New Mexico) September 16, 1996, Monday*

Copyright 1996 Albuquerque Journal  
Albuquerque Journal (New Mexico)

**September 16, 1996, Monday**

**SECTION:** Business Outlook, Pg. 17

**LENGTH:** 364 words

**HEADLINE:** A New Look

**BYLINE:** Aaron Baca

**BODY:**

Macy's completes its \$5-million makeover

From its third-floor "cellar" to the new brand-name clothing on racks throughout its first level, Macy's is showing off its new look after completing a \$5-million makeover at its Coronado Center store.

Macy's, perhaps best known for its annual televised Thanksgiving Day parade in New York City, took over the Broadway in Coronado Center. The national retail chain, a division of Federated Department Stores Inc., began operating the Coronado store under the Macy's name in May.

Albuquerque shoppers familiar with the old Broadway have an entirely new look at Macy's, says store manager Carolyn Cipoletti.

Macy's renovated all three levels of the 160,000-square-foot store. The renovation includes:

\*A new women's shoe department that has been expanded from 4,000 square feet to more than 7,000 square feet.

\*A new children's department.

\*An upscale and larger housewares department called "The Cellar," which has moved to the third floor -- taking over space that used to be occupied by the Broadway's in-store restaurant.

In addition to its new look, which was begun by stripping out and replacing every inch of flooring in the store, Macy's carries some merchandise new to the Albuquerque market -- including Perscriptives and Clarins cosmetics and Polo, **Nautica** and Tommy Hilfiger men's designer clothes.

"This is one of the first completely new entries into the Albuquerque retail market," Cipoletti said. "I think people will be quite surprised about what's going on here in Coronado Center."

PHOTO BY: ROSE PALMISANO /JOURNAL

PHOTO: b/w

DOUBLED IN SIZE: Donna Grahm, left, and Janice Blake look for the perfect shoe at Macy's shoe department, which has been doubled in size after an extensive renovation project.

PHOTO BY: ALEXANDRIA KING /JOURNAL

PHOTO: b/w

PREPARING PASTA: Rosa Rajkovic of Rosa's Restaurant and Bar prepares a pasta dish on cookware at "The Cellar," Macy's new housewares department.

PHOTO BY:

ROSE PALMISANO /JOURNAL

PHOTO: b/w

CATCHING SOME ZZZs: Jared Mauldin, 11/2, naps while his mother shops at the new "The Cellar" housewares department in Macy's.

**LOAD-DATE:** August 19, 1997

Source: [News & Business > Combined Sources > News, All \(English, Full Text\) | 1](#)

Terms: [nautica and date\(gteq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*SCHOOL UNIFORM DESIGNS GET HIGH MARKS \* AFTER A FASHION South Bend Tribune (Indiana)  
September 18, 1996, Wednesday,*

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South Bend Tribune (Indiana)

**September 18, 1996, Wednesday, MICHIGAN, INDIANA, MISHAWAKA, TRIBUNE**

**SECTION:** PUNCH, Pg. D1

**LENGTH:** 647 words

**HEADLINE:** SCHOOL UNIFORM DESIGNS GET HIGH MARKS \* AFTER A FASHION

**BYLINE:** PATRICIA McLAUGHLIN \* Universal Press Syndicate \* Philadelphia Inquirer Photo:MICHAEL BRYANT \*

**BODY:** Back in February, when people started talking about uniforms for public school kids, Kareemah Holmes wrote to the Philadelphia Daily News to suggest that "If we DO have to wear uniforms, they should be name-brand - **Nautica**, Polo, Tommy Hilfiger."

Cool school uniforms? Isn't that an oxymoron?

Say school uniforms and most people think: navy blue jumpers! Saddle shoes! Plaid skirts! All things that fashion has taken up at one time or another and that in their time have briefly seemed attractive but that, once required, become unutterably dreary.

I speak from experience. My last navy blue jumper covered maybe eighth- to 10th-grade. It never fit. My mother bought it much too big so I could grow into it and then moved the buttons about five inches to hike up the top temporarily and pull in the waist until I did. Then I grew, maybe six or eight inches, and somehow the buttons never got moved back, so the jumper ended up having an unintentional empire waist. The white shirt, with half sleeves as big as sails sticking straight out at the sides and my long, skinny scarecrow arms sticking out of them, didn't help.

It has occurred to me that I might be a completely different person today if I had been spared the daily humiliation of that uniform.

But nobody else ever even noticed anything was wrong with it. Its farcical unbecomingness, while maybe not quite intentional, was serendipitous. It made me - and all my schoolmates - as unattractive as clothes reasonably could to the eminently distractible eighth-grade boys next door. It denied the physical self, mortified the flesh, preserved us from the sin of vanity. It reminded us that beauty was only skin deep and handsome was as handsome did. It persuaded us we might as well give up on how we looked and focus on higher things - Caesar's Gallic wars, the properties of parallelograms, the subjunctive mood, "Silas Marner" and "Macbeth."

Isn't that what uniforms are for - to turn you into a visual nonentity? And you can see how kids might not go for that now. We've done too good a job of persuading them - seven hours of TV a day, remember - that self-worth is a matter of how you look and what you own.

Until I read Kareemah Holmes' letter, it hadn't occurred to me that it could be any other way - that school uniforms could be designed to make kids look cool. But why not? If all we really want to do is keep them

from killing each other over designer jackets - or, even, keep them from feeling bad because other kids have designer jackets and they don't - why don't we just give them all identical designer jackets?

This must be one of those ideas that's in the air, because somebody at George, JFK Jr.'s magazine, had it, too, and persuaded Tommy Hilfiger and David Chu at **Nautica** and a bunch of other designers to design prototype cool uniforms for public school kids. This was the perfect time to do it: Designers are entranced at the moment by the discipline and anonymity of uniforms. You have to look twice to tell whether a person in a navy nylon zipper jacket is a trendette in Prada or a Rite-Aid security guard.

Some of the prototypes were totally cool. True, Marc Jacobs' black cashmere coatdress probably would cost too much for all but the richest school districts. Ditto Richard Tyler's leather boot-cut jeans. The miniskirt you could barely see under Armani's jacket wouldn't've met the old kneel-down-and-see-if-your-hem-touches-the-floor test, and the young man in the Tommy Hilfiger navy blazer and khakis seemed quite distracted by it.

But I think we're on the right track here. If the point is to eliminate sartorial envy among schoolchildren, why not do it by making them all look equally cool instead of equally geeky? Life is tough; why make it tougher? Besides, the morale boost might be just what some kids need to focus properly on the properties of parallelograms.

**GRAPHIC:** REFER HARD COPY FOR THE PHOTOGRAPH

If they all have to look alike, why make them all look geeky?

**LOAD-DATE:** November 23, 1998, Monday

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

View: Full


Date/Time: Monday, June 19, 2006 - 10:45 AM EDT



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Source: News & Business > Combined Sources > News, All (English, Full Text) 

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*Modern Times The New York Times September 22, 1996, Sunday, Late Edition - Final*

Copyright 1996 The New York Times Company  
The New York Times

**September 22, 1996, Sunday, Late Edition - Final**

**SECTION:** Section 6; Part 2; Page 26; Column 1; Men's Fashions of The Times Magazine

**LENGTH:** 80 words

**HEADLINE:** Modern Times

**BODY:**

The clean, simple lines of modern design extend to all areas of fashion, including accessories, where extraneous details are now kept to a minimum. Here and on the following pages are matte stainless steel watches minus the diver dials and buttons; grained- and smooth-leather belts with angular, brushed silver-tone buckles; near-solid, colorful ties with subtle Jacquard patterns, and blunt- or square-toed shoes -- from the very popular loafer to the classic jodhpur boot.

**GRAPHIC:** Photos: FROM TOP: "Blacklit" watch from Swatch, \$40. At Swatch stores and department stores.; "Pasha" self-winding, stainless steel watch with date from Cartier, \$3,150. At Tourneau. For stores, (800) 348-3332. ; "Royal Oak Strap" self-winding watch made of brushed steel with gold rotor and date from Audemars Piguet, \$6,800. At Tourneau.; "Manhattan" stainless steel quartz watch with date from Jeep, \$95. At Time Will Tell, 962 Madison Avenue. ; "City" watch, \$75. At The **Nautica** Store, 216 Columbus Avenue. ; "Durasteel" collection watch with date ; from Armitron, \$45.; At J.C. Penney, selected stores.; "Oyster Perpetual Date" self-winding watch made of stainless steel from Rolex, \$2,550. ; For stores, (800) 367-6539. ; RIGHT, FROM TOP: ; Aniline leather belt from Torino, \$60. At Nordstrom, selected stores.; Shiny leather belt from Granello, \$160. At Peter Hermann, 118 Thompson Street.; FAR RIGHT, FROM TOP: Heavy-grain leather belt from Prada, \$152. At Barneys New York, New York City and Beverly Hills, Calif.; Suede belt from To Boot New York Adam Derrick, \$85. At To Boot, 256 Columbus Avenue. K. Barchetti Shops, Pittsburgh. ; Nylon belt by Seth Cohen from Empire, New York, \$85. At Fred Segal Finery, Santa Monica, Calif.; Embossed "lizard-skin" leather belt from Cole-Haan, \$69. At Cole-Haan nationwide.; Nappa leather belt from DeVecchi, \$125. At Saks Fifth Avenue. Ultimo, Chicago. Wilkes Bashford, San Francisco.; FROM TOP: Silk tie with horizontal stripes by Tommy Hilfiger, \$45. At Macy's East. ; Silk tie with waffle-weave design from XMI, \$95. At Nordstrom, selected stores. ; Silk tie with wave-patterned design from Countess Mara, \$65. At Frank Stella Ltd., 1388 Sixth Avenue.; Woven silk tie, \$95. At Gucci, 685 Fifth Avenue.; Silk tie with herringbone stripes, \$79.50. At Paul Stuart, New York City and Chicago.; Silk tie with mini checks by Robert Talbott, \$75. At Bergdorf Goodman Men. Robert Talbott nationwide. Saks Fifth Avenue, selected stores.; Silk tie with diagonal mini stripes from Polo by Ralph Lauren, \$65. At Polo/Ralph Lauren, 867 Madison Avenue.; TOP, FROM LEFT: Ankle-high boot in heavy-grain leather from Granello, \$400. At Barneys New York, New York City.; Leather penny loafer from J. P. Tod's, \$295. At J. P. Tod's, 41 East 57th Street. Saks Fifth Avenue. ; Suede loafer with gold buckle, \$325. At Gucci, 685 Fifth Avenue.; CENTER, FROM LEFT: ; The "Locarno" boot from the Bragano collection of Cole-Haan, \$265. At Cole-Haan nationwide.; Leather lace-up by Bruno Magli, \$245. At Bergdorf Goodman Men. Bruno Magli, 677 Fifth Avenue.; BOTTOM, FROM LEFT: Leather shoe with side buckle, \$140. At Kenneth Cole, 95 Fifth Avenue.; Plain loafer from To Boot New York Adam Derrick, \$245. At Bergdorf Goodman Men. To Boot, 256 Columbus Avenue. (Ilan Rubin for The New York Times)

**LOAD-DATE:** September 22, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) ☐

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*Boat Mets Girl Forbes September 23, 1996*

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**Forbes**

Forbes

**September 23, 1996**

**SECTION:** FORBES FYI; Pg. 150

**LENGTH:** 610 words

**HEADLINE:** Boat Mets Girl

**BYLINE:** Produced And Styled By Mark Grischke

**HIGHLIGHT:**

And it's love at first sight, just like in the movies

**BODY:**

PRICES APPROXIMATE; FOR DETAILS, SEE LAST PAGE. HIS TWEED JACKET BY PAUL STUART. \$ 547. SHETLAND WOOL TURTLE-NECK, \$ 78, AND COTTON CORDUROY PANTS, \$ 59, BY **NAUTICA** BY DAVID CHU. CAP BY BARBOUR. \$ 62. HER WOOL TOP, \$ 295, AND SKIRT, \$ 215, BY JILL STUART.

**Speed**

WOOL SUIT, \$ 399, AND WATCH, \$ 80, BY **NAUTICA** BY DAVID CHU. COTTON SHIRT BY GENE MEYER. \$ 120. WOOD TIE BY PAUL STUART. \$ 40. SHOES BY JOHNSTON & MURPHEY, \$ 170. EYEGLASSES BY RETROSPECS FOR ROBERT MARK OPTICIANS. \$ 395. OPPOSITE: SILK/LYCRA DRESS BY CYNTHIA STEFFE. \$ 298. PHOTOGRAPHED AT THE RUAH BED & BREAKFAST, HAGUE, NEW YORK.

**On The Water Front**

HER WOOL COAT BY SUSAN LAZAR. \$ 695. SILK CABLE-KNIT TOP, \$ 192, AND SHORTS, \$ 86, BY GOTTEX. SUNGLASSES BY PAUL SMITH SPECTACLES FROM OLIVER PEOPLES. \$ 265. HIS BATHING SUIT BY GOTTEX. \$ 62. OPPOSITE: RUBBERIZED WOOL JACKET, \$ 1,280, AND SUEDE SHIRT, \$ 1,495, BY RICHARD TYLER. SHRINK-TO-FIT 501 JEANS BY LEVI STRAUSS & CO. \$ 40. BOOTS BY BANANA REPUBLIC. \$ 118.

**Lady In The Lake**

HIS WOOL JACKET BY BARRY BRICKEN. \$ 365. COTTON PANTS BY BANANA REPUBLIC. \$ 68. RUBBER BOOTS BY BARBOUR. \$ 114. HER STRETCH WOOL JACKET, \$ 1,695, AND DRESS, \$ 995, BY RICHARD TYLER. SHOES BY DELMAN. \$ 165. VINTAGE 16MM MOVIE CAMERA BY BOLEX. OPPOSITE, TOWER RIGHT: WOOL COATDRESS BY JILL STUART. \$ 395.

**Racing With The Moon**

HIS CORDUROY SUIT BY RALPH LAUREN COLLECTION. \$ 795. SUEDE SHIRT BY POLO BY RALPH LAUREN. \$ 565. WOOL TIE BY PAUL STUART. \$ 63. HER OUTFIT BY GEOFFREY BEENE. \$ 2,700. ALL HAIR AND MAKEUP BY TERRI APANASEWICZ FOR CLOUTIER.

**Store Credits**

ON THE COVER: His alpaca cardigan, \$ 350, cotton shirt, \$ 220, and silk tie, \$ 90, by Donna Karan. Her leather jacket, \$ 560, and hat by Anna Sui. Silk knit top by Banana Republic. \$ 48

ANNA SUI: Anna Sui Downtown, New York

BANANA REPUBLIC. Banana Republic stores nationwide

BARBOUR: 800-338-3474 for store information

BARRY BRICKEN: Yankee Peddler, Seattle; Andrisen Morton, Denver; and Foxwoods Resort Casino, Ledyard, CT

CYNTHIA STEFFE: Saks Fifth Avenue, New York

DELMAN: 800-233-6462 for store information

DONNA KARAN: *Sweater*, select Barneys; *tie*, Macy's West, San Francisco; *both*, select Neiman Marcus and Saks Fifth Avenue. *Shirt*, Scott Hill, Los Angeles; Wilkes Bashford, San Francisco; and Bergdorf Goodman Men, New York

GENE MEYER: Focus Department Store, San Gabriel, CA; Jeffrey Allen, Miami; and select Saks Fifth Avenue and Bloomingdale's

GEOFFREY BEENE: Geoffrey Beene on the Plaza, New York

GOTTEX: 800-225-SWIM; for *his suit*, dial ext. 2; *her top*, ext. 2; *her shorts*, ext. 3.

JILL STUART: *Coatdress*, Intermix, New York; and select Bloomingdale's

JOHNSTON & MURPHY: All Parisian, Nordstrom, and Johnston & Murphy stores, 800-424-2854

LEVI STRAUSS & CO: 800-USA-LEVI for store information

**NAUTICA** BY DAVID CHU: The **Nautica** Store, New York

PAUL SMITH SPECTACLES FROM OLIVER PEOPLES: Oliver Peoples, Los Angeles; Bergdorf Goodman, New York; and all Neiman Marcus stores

PAUL STUART: Paul Stuart, New York and Chicago, 800-678-8278

POLO BY RALPH LAUREN and RALPH LAUREN COLLECTION: Polo/Ralph Lauren, New York, 800-494-7656

RETROSPECS FOR ROBERT MARC: Robert Marc Opticians, New York

RICHARD TYLER: *His jacket and shirt*, Bergdorf Goodman Men, New York, *Her jacket and dress*, Barneys, New York; and select Nordstrom stores. *All items*, Tyler Trafficante, Los Angeles; and select Neiman Marcus stores

SUSAN LAZAR: Bloomingdale's, New York and Chicago; and Madison, Los Angeles

**GRAPHIC:** Photographs 1 through 12, On location on Lake George, New York, at the Ruah Bed & Breakfast, 518-543-8816, and at the Hacker Boat Company, 518-543-6666, By Mark Grischke

**LOAD-DATE:** September 17, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [1]

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*JEAN THERAPY / DESIGNERS RENEW THEIR INTEREST IN DENIM* Newsday (New York) September 26, 1996, Thursday,

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## Newsday

Newsday (New York)

September 26, 1996, Thursday, ALL EDITIONS

**SECTION:** STYLE FILE; Page B17

**LENGTH:** 738 words

**HEADLINE:** JEAN THERAPY / DESIGNERS RENEW THEIR INTEREST IN DENIM

**BYLINE:** By Vida Roberts. THE BALTIMORE SUN

### **BODY:**

BROOKE SHIELDS has fleshed out since nothing got between her and her snug Calvin jeans. Calvin Klein is in splitsville from wife Kelly. Ralph Lauren is settling in as the gray eminence of American fashion. Diane von Furstenberg is flogging her stuff to TV home-shoppers. Life goes on; fashion goes in cycles.

In the '70s, Klein, Lauren and von Furstenberg were among the first designers to achieve global name recognition, and we learned to spell those names from the derrieres of straight-legged, five-pocket jeans.

Now, after more than a decade of denim lull, designer jeans are back in a big way.

It's not only a result of fashion's new love affair with all things '70s but a practical realization by designers that consumers are rejecting high fashion in favor of the new casual philosophy.

Some of the original players are back in the game; some never left; some are newcomers. The string includes Europeans such as Versace, Armani, Moschino, Joop, Gaultier, Lacroix and Dolce & Gabanna.

Young American designers including Anna Sui and Todd Oldham are also trying on jeans. It's the big-label players, however, who this month are giving jeans a big launch. There is the new Polo Jeans Co. line from Ralph Lauren. There are Tommy Jeans from Hilfiger, along with the first Tommy women's casual collection with denim coordinates. **Nautica** by David Chu is also debuting a women's casual line with significant denim ingredients. Calvin Klein continues in the jeans tradition with the CK look.

To keep the jeans message from becoming redundant, designers are differentiating themselves in the tone and spirit of their ad campaigns.

The Polo line is presented as cool, thoroughbred and aloof -- classic wear for the scrubbed set. The Tommy line ads look young and frisky and feature the offspring of famous, yet culturally diverse, parents such as Donald Trump and Sidney Poitier. **Nautica** looks sporty, while Calvin Klein continues to promote stunned-but-stylish images.



What separates today's designer jeans idea from its '70s origins is scope. Designers are not just selling a pair of jeans; they're selling a total, programmed, casual wardrobe based on a classic. The new jean lines integrate shirts, sweaters, leather jackets, flannel shirts, outerwear and accessories.

Then, too, there are the collections from the jeans powerhouses and retail brands. Levi, Lee, Wrangler, Mossimo, Girbaud, Diesel, Bugle Boy and Jordache are all going strong.

Is there room in the market for more jeans labels?

Jill Lynch, spokeswoman for Levi Strauss, can be gracious.

"Jeans have never gone away. They are the one true American fashion classic. Sure, there is room for everybody out there," she says. "One important reason is that the variety of wearing occasions has changed so dramatically with the casualization of America over the last ten years."

And she cites the fact of a jeans wardrobe. "People now may have tight black for evening, standard blue comfortables for hanging out, nice dark blue for casual Fridays and white for summer."

Norman Karr, publisher of Jeanswear Communications, a newsletter for the denim industry, says jeans have moved beyond Americana to become an international classic.

"I count jeans in airports, and I'd guess three out of four people are in jeans. That is true of Vienna, Prague and Tokyo, as well as New York, where foreign tourists are wearing them.

"They're the universal garment of choice because they're accepted everywhere."

He says the industry estimates that between 400 million and 500 million pairs of jeans are sold annually worldwide. That's a lot of pockets, a lot of zippers and huge dye lots being rearranged for the sake of changing fashion.

Here's the direction jeans are taking this fall: -- Tortured and bleached finishes are passe. The texture and color of jeans at the moment is deep-dyed, rich indigo. Second choice is black, with brown and autumnal greens making some statements. -- The classic five-pocket style still rules, although slightly flared boot-cuts are more fashionable. Jackets are modeled after the western shirt-jacket originals. -- Jeans don't have to be denim. They can be rubberized cotton, nylon, leather, velvet, corduroy, snake printed or sequined. The leanest fits are woven with a percentage of Lycra. -- Hip kids never hem jeans; they now just roll them up. The youngest and hippest roll only one leg. Go figure.

**GRAPHIC:** 1) Girbaud Color Photo-Marithe & Francois Girbaud's sand-blasted denims, \$68, have a baggy fit. 2) Lizwear Color Photo by Christopher Micaud-Hip-hugger jeans from Lizwear, \$49. 3) At top left, dark denim flare-legged jeans, \$58, from Ralph Lauren's Polar Jeans Co.

**LOAD-DATE:** September 26, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*Around Town; Nursing grads have a 50-year reunion The Atlanta Journal and Constitution September 26, 1996, Thursday,*

Copyright 1996 The Atlanta Constitution  
The Atlanta Journal and Constitution

**September 26, 1996, Thursday, ALL EDITIONS**

**SECTION:** EXTRA; Pg. 01E

**LENGTH:** 502 words

**HEADLINE:** Around Town;  
Nursing grads have a 50-year reunion

**BYLINE:** H. M.; Cauley

**BODY:**

Fifty years have passed since Olive Raines and 16 other Atlanta women graduated as cadet nurses from Grady Hospital's nursing school. The group, minus a few members, held its first reunion last weekend.

Raines organized the celebration that included a reception at her Calvin Court apartment building, a banquet at the Colonnade and a nostalgic visit to the hospital.

"We just felt this would be a wonderful time to get together to see what's happened to us," said Raines.

**SHOPPING FOR A CAUSE:** Here's a fund-raiser that combines a good cause with looking good. Shoppers and supporters of the Serious Fun gala at Rich's Lenox Square on Sept. 30 will be helping out UNICEF while they get the latest fall fashion tips from designers Tommy Hilfiger, Eileen Fisher and Oleg Cassini.

Serious participants with \$ 50 tickets (\$ 25 for students) will be admitted to the store at 6:30 p.m. Patrons with \$ 100 tickets will attend a reception with the designers before the fun starts.

During the evening, representatives from Liz Claiborne, Anne Klein II, **Nautica** and others will be on hand to answer questions and help shoppers make selections. Olympic swimmer and UNICEF representative Summer Sanders will emcee fashion shows for men, women and children. Makeovers will be offered at various cosmetic counters for all guests, who can also try their hand at virtual reality games, meet with massage therapists and guzzle concoctions courtesy of the Martini Club.

This is the fifth year for Serious Fun, and the second time it has been held at Rich's. Advance tickets include valet parking and free child care. For details, call 404-584-5955, ext. 205.

**BACK TO CLASS:** If you are 55 or older, it's time to head back to the classroom. The North Atlanta Senior Services Lunch 'n Learn sessions will begin on Oct. 3, and will run for eight consecutive Thursdays. Trinity Presbyterian Church will host the classes, which begin at 10 a.m. and are followed by lunch at 12:30 p.m.

Among the offerings for the fall are Ireland: Legends and Legacies; logic and semantics; book reviews; Spanish; and current financial issues. There are also courses on bridge, horticulture, line dancing, knitting, music appreciation, watercolor, and water aerobics. Registration is \$ 20; lunch is \$ 5.50. For class information, call 404-237-7303.

**TANGO DIM SUM:** Is this a fad to replace the martini-and-cigar-bar trend? Folks at Cafe Tu Tu Tango hope so. Beginning last week, the Pharr Road restaurant initiated dim sum Fridays, when guests arriving between 5 and 8 p.m. are served complimentary Cantonese appetizer-size treats.

On the dim sum menu are pearl balls, ground pork seasoned with soy, sesame and ginger; chicken wings coated in ginger, garlic, scallions, orange, cinnamon, star anise and Szechwan peppercorns; and barbecue ribs, Chinese dumplings and shrimp rolls.

Dim sum evenings also feature Buckhead artist Lyda Kathrine Fortson painting an original piece on site. Call 404-841-6222 for reservations.

**GRAPHIC:** Chart: WHAT'S THE BUZZ?

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**LOAD-DATE:** September 27, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(gteq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\[Edit Search\]](#) [\[Suggest Terms for My Search\]](#)

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*Nautica period net jumps.Nautica Enterprises reports financial results for second quarter 1996; Brief Article  
WWD September 30, 1996*

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WWD

**September 30, 1996**

**SECTION:** Vol. 172 ; No. 62 ; Pg. 10; ISSN: 0149-5380

**LENGTH:** 392 words

**HEADLINE:** **Nautica** period net jumps.**Nautica** Enterprises reports financial results for second quarter 1996; Brief Article

**BODY:**

Picard, Diane E.

NEW YORK - **Nautica** Enterprises reported second-quarter earnings soared 43 percent to \$ 11.3 million, or 26 cents per share, handily beating Wall Street estimates of 23 cents.

It earned \$ 7.9 million, or 19 cents, a year ago. Per-share results have been restated to reflect the May 1996 2-for-1 stock split.

Sales for the three months ended Aug. 31 pushed ahead 28.3 percent to \$ 103.3 million from \$ 80.5 million.

On Friday, **Nautica** stock jumped 4 1/8 to 31 1/2, in over-the-counter trading.

Harvey Sanders, chairman and chief executive officer, said, "Both wholesale and retail businesses are performing well for us."

He cited **Nautica's** licenses, such as watches, footwear and boy's, and said the women's business is doing "very well." The **Nautica** women's wear line, licensed to Bernard Chaus Inc., was introduced for fall retailing.

Analyst Jay J. Meltzer, at Johnson Redbook Service, had a more detailed take on the women's apparel, which he said still needs some adjustment.

"They are not too happy with the career line, and are much happier with the sportswear offering, but are still making corrections," Meltzer said.

Overall, though, analysts were enthusiastic. Allison C. Malkin, analyst at Dillon Read, said she hadn't expected the company to beat year-ago sales by so much. "I was looking for sales to increase 20 percent."

Malkin noted **Nautica's** strong brand name enables it to sell more merchandise at full price, adding that its outlets still achieved double-digit sales gains for the quarter.

**Nautica's** expansion into fragrance, home, footwear, swimwear and women's apparel should help propel

its growth for both holiday and spring, she said.

Meltzer said the firm's costs are under control and inventories are flat. He noted holiday and spring bookings are up more than 25 percent and should translate into good second-half sales.

Sanders said **Nautica** should show strong sales for the holiday season "as long as the weather stays cool."

For the six months, earnings surged 43.1 percent to \$ 16.7 million, or 39 cents a share, from \$ 11.7 million, or 28 cents, a year ago. Sales climbed 26.4 percent to \$ 179.5 million from \$ 142 million.

Malkin estimates **Nautica** will earn 98 cents a share in fiscal 1997 and \$ 1.17 in fiscal 1998. It earned \$ 1.50 a year ago, before the stock split.

**SIC:** 2330 Women's and Misses' Outerwear IAC 18721657

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** October 22, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica profits jump 43%, beat Wall St. estimates; Nautica Enterprises's second-quarter earnings for 1996;  
Brief Article Daily News Record September 30, 1996*

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Daily News Record

**September 30, 1996**

**SECTION:** Vol. 26 ; No. 187 ; Pg. 2; ISSN: 0162-2161

**LENGTH:** 346 words

**HEADLINE:** **Nautica** profits jump 43%, beat Wall St. estimates; **Nautica** Enterprises's second-quarter earnings for 1996; Brief Article

**BODY:**

NEW YORK (FNS) - **Nautica** Enterprises reported second-quarter earnings soared 43 percent to \$ 11.3 million, or 26 cents, handily being Wall Street estimates of 23 cents.

It earned \$ 7.9 million, or 19 cents, a year ago. Per-share result have been restated to reflect the May 1996 two-for-one stock split. Sales for the three months ended Aug. 31 pushed ahead 28.3 percent to \$ 103.3 million from \$ 80.5 million.

Allison C. Malkin, analyst at Dillon Read, said she hadn't expected the company to beat year-ago sales by so much. "I was looking for sales to increase 20 percent." Malkin noted that **Nautica's** strong brand name enables it to sell more merchandise at full price. Additionally, **Nautica's** expansion into fragrance, home, footwear, swimwear and women's apparel should help propel its growth for both holiday and spring, she said.

Jay J. Meltzer, at Johnson Redbook Service in New York, noted that the company's costs are under control and inventories are flat. Spring and holiday bookings are up more than 25 percent, Meltzer said, noting that the strong bookings should translate into good second-half sales.

"The demand for **Nautica** products continues to drive our business growth," Harvey Sanders, **Nautica** chairman and CEO, said in a statement, noting that the company's outlook for the balance of the year is "excellent." He told DNR in a telephone interview: "Both wholesale and retail businesses are performing well for us."

Looking ahead, Sanders said **Nautica** should show strong sales for the holiday season "as long as the weather stays cool."

Malkin estimate **Nautica** will earn 96 cents a share in fiscal 1997 and \$ 1.17 in fiscal 1998. It earned \$ 1.50 a year ago, before the stock split. Meltzer raised his full-year estimate to \$ 1 from 93 cents.

On Friday, **Nautica** stock jumped 4 1/8 to 31 1/2 in over-the-counter trading.

For the six months, earnings surged 43.1 percent to \$ 16.7 million, or 39 cents a share, from \$ 11.7 million, or 28 cents, a year ago. Sales climbed 26.4 percent to \$ 179.5 million from \$ 142 million.

**SIC:** 2300 APPAREL AND OTHER TEXTILE PRODUCTS

**IAC-NUMBER:** IAC 18729746

**IAC-CLASS:** Trade & Industry

**LOAD-DATE:** October 25, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*HILFIGER, NAUTICA EXPAND INTO WOMEN'S WEEKEND WEAR Orlando Sentinel (Florida) October 3, 1996  
Thursday, METRO*

Copyright 1996 Sentinel Communications Co.  
Orlando Sentinel (Florida)

October 3, 1996 Thursday, METRO

**SECTION:** LIVING; Pg. E4

**LENGTH:** 220 words

**HEADLINE:** HILFIGER, NAUTICA EXPAND INTO WOMEN'S WEEKEND WEAR

**BYLINE:** Kansas City Star

**BODY:**

Americans' fondness for dressing down is driving up the stock of weekend wear.

Almost everybody who is anybody is whipping up denim and other casual clothes. Anna Sul and Todd Oldham have joined Giorgio Armani and Calvin Klein in the jeans circle. This fall the Lee Co. launched Lee Rivets, an upscale line aimed at twentysomethings.

Now two successful designers usually identified with men - David Chu for **Nautica** and Tommy Hilfiger - have expanded into the women's arena.

Hilfiger's entry has been long anticipated. Licensed through Pepe Jeans London Corp., Tommy is sold in about 400 in-store shops. The youthful styling includes a quirky combination, say, of traditional tartan plaids, gingham and flag motifs with spandex tops, velour leggings and, well, jeans.

The ads feature a young diverse crew including the offspring of Donald Trump and Sidney Poitier. Prices start at \$24 for T-shirts and \$48 for knit skirts and go up to \$495 for down-filled parkas.

The first **Nautica** collection features classic clothes in streamlined shapes, modern fabrics and eye-catching colors.

Designer Chu mixes such pieces as a yellow, zip-front turtleneck in Supplex and Lycra (\$88), with a green neoprene vest (\$148) and stretch, fly-front pants in Tactel and Lycra (\$148). Available in major department stores.

**GRAPHIC: PHOTO:** Tommy Jeans. Youthful styling is a hallmark of Tommy Hilfiger's classic jeans.

**PHOTO:** Zapped with zippers. Bold colors define designer David Chu's 3 pieces for **Nautica**.

**COLUMN:** Personal style

**LOAD-DATE:** October 3, 1996



Source: News & Business > Combined Sources > News, All (English, Full Text) [1]  
 Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*Designer denim from Calvin to Tommy to Armani, name-brand jeans are back Fort Worth Star-Telegram  
 (Texas) October 3, 1996, Thursday*

Copyright 1996 Star-Telegram Newspaper, Inc.  
 Fort Worth Star-Telegram (Texas)

**October 3, 1996, Thursday FINAL AM EDITION**

**SECTION:** LIFE & ARTS; Pg. 3

**LENGTH:** 394 words

**HEADLINE:** Designer denim from Calvin to Tommy to Armani, name-brand jeans are back

**BYLINE:** VIDA ROBERTS, THE BALTIMORE SUN

**BODY:**

Brooke Shields has fleshed out since nothing got between her and her snug Calvin jeans. Ralph Lauren is settling in as the gray eminence of American fashion. Gloria Vanderbilt is in a financial pickle. Diane von Furstenberg is flogging her stuff to TV home-shoppers. Life goes on; fashion goes in cycles.

In the '70s, Klein, Lauren, Vanderbilt and von Furstenberg were among the first designers to achieve global name recognition, and we learned to spell those names from the derrieres of straight-legged, five-pocket jeans.

Now, after more than a decade of denim lull, designer jeans are back in a big way.

It's not only a result of fashion's new love affair with all things '70s, but also a practical realization by designers that consumers are rejecting high fashion in favor of the new casual philosophy.

Some of the original players are back in the game, some never left, some are newcomers. The string includes Europeans such as Versace, Armani, Moschino, Joop, Gaultier, Lacroix and Dolce & Gabbana.

Young American designers such as Anna Sui and Todd Oldham are also trying jeans on.

It's the big-label players, however, who are giving jeans their biggest launch. There is the new Polo Jeans Company line from Ralph Lauren. There are Tommy Jeans from Tommy Hilfiger, along with the first "tommy" women's casual collection with denim coordinates.

**Nautica** by David Chu is also debuting a women's casual line with significant denim ingredients. Calvin Klein continues in the jeans

tradition with the CK look.

To keep the jeans message from becoming redundant, designers are differentiating themselves in the tone and spirit of their ad campaigns.

The Polo line is presented as cool, thoroughbred and aloof - classic wear for the scrubbed set. The Tommy-line ads look young and frisky and feature the offspring of famous, yet culturally diverse, parents such as Donald Trump and Sidney Poitier. **Nautica** looks sporty, and Calvin Klein continues to promote stunned-but-stylish images.

What separates today's designer jeans idea from its '70s origins is scope. Designers now are not just selling a pair of jeans; they're selling a total, preprogrammed, casual wardrobe based on a classic.

The new jean lines integrate shirts, sweaters, leather jackets, flannel shirts, outerwear and accessories.

PHOTO(S):RALPH LAUER/Star-Telegram;Jeans:Nelman Marcus

**LOAD-DATE:** August 23, 1997

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(gcq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Designers Line Up To Go After Home HFN October 7, 1996*

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 Business and Industry

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 HFN

**October 7, 1996**

**SECTION:** Pg. 35; ISSN: 1082-0310

**RDS-ACC-NO:** 749774

**LENGTH:** 1655 words

**HEADLINE:** Designers Line Up To Go After Home

**HIGHLIGHT:**

Apparel designers are increasingly unveiling products for home furnishings market names such as Tommy Hilfiger, Donna Karan will be offering home textiles

**BODY:**

Designer labels abound in home textiles as never before. And by the close of 1997, several more prime names -- such as **Nautica**, Halston, Donna Karan and Tommy Hilfiger -- will be added to the list.

Historically, designer names -- those linked directly to the ready-to-wear industry -- have come and gone in home fashions. Remember Jones New York? How about Benetton and Givenchy? Liz Claiborne came, went and has returned in a strong way.

But there are also those that have been in this business for a good long time and have proven to be a perfect match for the bedding ensemble business. These include the likes of Bill Blass, Ralph Lauren, Laura Ashley and Adrienne Vittadini.

What do these designer labels add to the retail mix?

Suppliers and retailers say that these consumer-recognized and favored labels add spark to a business that has been dogged by commodity pricing. Designer labels such as Liz Claiborne and Alexander Julian are upstairs programs only, and therefore boost sales and help to differentiate assortments at the department and specialty store level at a time when mass merchants are rapidly entering other upstairs product categories.

Said Ivan Kelley, bath buyer at Rich's/Lazarus/Goldsmith's: "We're starting to get very designer driven in the textile world. For your upper moderate and better customer, they're brand conscious. Saying it's a designer validates their buying approaches."

But for a designer name to perform at retail, it has to be driven by strong patterning and color direction, according to retailers.

<b>DESIGNER LABEL</b>	<b>MANUFACTURER</b>	<b>STYLE</b>	<b>Fieldcrest Cannon</b>	<b>Simple patterning</b>
		using positive		negative coloring
		and sophisticated		fabrications Alexander
Julian	Dan River	Unique colorations		and patterning

		taken from apparel Bill Blass	Springs Industries	Tailored men's and
		women's wear looks Calvin Klein	Home Innovations	Minimalist looks
		with natural color	palette	
Echo	Revman	Classic traditional Ellen Tracy	Fieldcrest Cannon	Sophisticated
luxury		and upscale casual Guess	Contracted	Clean lines,
apparel		colors and details Jessica McClintock	The Bibb Co.	Romantic
lots of lace		and embroidery Joseph Abboud	The Bibb Co.	Layered
ethnic-		Influenced designs Laura Ashley	Revman	English
Country Liz at Home	Springs Industries	Feminine prints		and
fabrications. Liz		Wear is casual with		clean
bright colors Ralph Lauren	WestPoint Stevens	Casual apparel-driven Home		
Collection	and elegant luxury NEW FOR 1997 Donna Karan	To be		
named	Not available Halston	Clean, modern lines		
<b>Nautica</b>	Dan River	Nautical, casual	Ex-Cell Leshner Tommy Hilfiger	To
be named	Casual lifestyle			

## HFN Report

NEW YORK -- Designer labels abound in home textiles as never before. And by the close of 1997, several more prime names -- such as **Nautica**, Halston, Donna Karan and Tommy Hilfiger -- will be added to the list.

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"The fashion designer business has been acting as the bridge," said Linda Quirk, divisional merchandise manager at Lee Jay Bed & Bath. "Designers such as Ralph Lauren, Laura Ashley, Ellen Tracy and Raymond Waites have been strong. It continues to grow and when you take a look at the flat environment which is what we've been living in, the increases we're getting in designer sheets and bedding is offsetting the lack of customer interest in our opening price point sheets and towels."

Said Ivan Kelley, bath buyer at Rich's/Lazarus/Goldsmith's: "We're starting to get very designer driven in the textile world. For your upper moderate and better customer, they're brand conscious. Saying it's a designer validates their buying approaches."

But for a designer name to perform at retail, it has to be driven by strong patterning and color direction, according to retailers.

Said Julian Tomchin, senior vice president, Macy's West: "You're not merchandising a designer, you're merchandising product, a product of distinction."

"That's why Liz works for us, why Calvin works for us and why Ralph works for us. They have a great deal of distinction. And they are solving decorator problems for the customer. The world does not need another

pretty print or another solid-color line."

Said another retailer, "Labels are a very important part of the business. A brand is more than a new pattern or print. It has to offer breadth or strength in whole presentation and offer a variety of offerings, point of view."

Said Kelly of Rich's, "Ralph Lauren has been successful for us. He's probably done the best job of developing that franchise. I think what we're seeing in the market place is designers doing a good job of building relationships with their customers."

With the influx of new designer names in the market, retailers are faced with tough choices about allocating their prime real estate. "The decision has to be weighed with how strong the designer name is," said Allen Josephson, vice president of merchandising for fashion bedding at Strouds.

"When it comes down to it, it's a business of style, design and color. For every designer pattern, the designer has had three or four losers. We are always careful in looking at that."

Rick Koehler, vice president, merchandise manager of home textiles for P.A. Bergner, Carson Price Scott, commented: "We look at what is on the sales floor and the margin profile and decide should it go forward or not. If we expect a certain profit turn, are we getting it or not?"

"How much square footage can be devoted to another label? It's a struggle. We look at them independently. If it makes sense to the store, we go back and look at the space. If it is right, there is always square footage." Koehler also said that he is looking forward to seeing the first **Nautica** product, beach towels at Leshner, this market.

Tomchin, too, is looking for a preview of some of 1997's new labels. "I hope to take advantage of the fact that I'm in New York and see if I can get some sort of preview of upcoming collections. I'm interested in what Tommy Hilfiger is going to do and what **Nautica** [and] Donna Karan are going to do."

While many of the designer brands are positioned in upstairs stores including both department and specialty stores, some labels are confined further -- to department stores only.

These labels, for the most part, are kept to department stores to mirror how the apparel items are merchandised. Both **Nautica** and Tommy Hilfiger, due out in 1997, have said that distribution would be confined to department stores only. For Tommy Hilfiger it is a show of loyalty to the channel of distribution that has supported his label from the start and continued to give it increasing floor space.

"We are clearly supporting the concept of shops," said Russell Stravitz, chairman of Rich's/Lazarus/Goldsmith's during HFN's All-Industry CEO Summit two weeks ago. "Where the challenge is, is when you give up real estate. You must get higher margins. No doubt the concept of merchandising, putting it all together, sets us apart from all the other distributions."

#### Designer Labels: How They Stack Up

DESIGNER LABEL	MANUFACTURER	STYLE
Adrienne Vittadini	Fieldcrest Cannon	Simple patterning using positive negative coloring and sophisticated fabrications
Alexander Julian	Dan River	Unique colorations and patterning taken from apparel
Bill Blass	Springs Industries	Tailored men's and

Calvin Klein	Home Innovations	women's wear looks Minimalist looks with natural color palette
Echo	Revman	Classic traditional
Ellen Tracy	Fieldcrest Cannon	Sophisticated luxury and upscale casual
Guess	Contracted	Clean lines, apparel colors and details
Jessica McClintock	The Bibb Co.	Romantic lots of lace and embroidery
Joseph Abboud	The Bibb Co.	Layered ethnic- influenced designs
Laura Ashley	Revman	English Country
Liz at Home	Springs Industries	Feminine prints and fabrications. Liz Wear is casual with clean bright colors
Ralph Lauren Home Collection NEW FOR 1997	WestPoint Stevens	Casual apparel-driven and elegant luxury
Donna Karan	To be named	Not available
Halston	To be named	Clean, modern lines
Nautica	Dan River	Nautical, casual
	Ex-Cell Leshner	
Tommy Hilfiger	To be named	Casual lifestyle

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** HFN

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*Los Angeles Times October 10, 1996, Thursday,*

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Los Angeles Times

**October 10, 1996, Thursday, Home Edition**

**SECTION:** Life & Style; Part E; Page 2; View Desk

**GRAPHIC:** PHOTO: NO SWEAT: Fabrics once fit only for sporting clothes show up as STREET WEAR in the new **Nautica** by David Chu women's collection. The turtleneck in Supplex and Lycra is \$88, the neoprene vest is \$148. At selected Nordstroms.

**LOAD-DATE:** October 10, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Captain of Fashion: David Chu charts a new course for Nautica AsianWeek October 10, 1996*

Copyright 1996 SOFTLINE INFORMATION, INC.

Ethnic NewsWatch

AsianWeek

**October 10, 1996**

**SECTION:** Vol. 18; No. 7; Pg. 9

**SLI-ACC-NO:** 1296AWLS 022 000025

**LENGTH:** 867 words

**HEADLINE:** Captain of Fashion: David Chu charts a new course for **Nautica**

**BYLINE:** Cannon, Paul Lee

**BODY:**

Captain of Fashion: David Chu charts a new course for **Nautica**.

Like the clothes he designs, **Nautica** president David Chu is performance - driven. Since 1983, the 41-year-old fashion designer has propelled **Nautica** into a multi-million-dollar retailing force and made it a distinctive household name.

Today, the **Nautica** line has grown to include men's, women's, and children's apparel; eye-wear; shoes; swimwear; fragrance; and even a Lincoln-Mercury Villager minivan.

What's ironic is that Chu originally sought a career as an architect. As a teenager, he ventured from his native Taiwan to pursue this dream in New York City. Little did he know that a summer drawing class at the Big Apple's Fashion Institute of Technology would steer his career path in a different direction.

"The fundamentals of architecture and fashion are the same. Always start with a good base and never regret it," Chu said.

Despite his many successes, Chu prefers not to dwell on any one accomplishment, saying that he always tries to remain on an even keel of enthusiasm.

"I'm always curious to find new ideas that may appear old, but that I can give a new point of view," he said. "Every day is exciting and full of challenge for me. I'm always ready to attack!"

On a recent visit to San Francisco, the New York-based designer presented pieces from this collection to a crowd at Macy's annual "Pass-port" fashion fundraiser. During the event's opening fashion segment, the appreciative



audience was treated to models strolling down the runway in sleek **Nautica** ski wear. Among the highlights of the evening was Earvin "Magic" Johnson, who modeled Chu's innovative athletic wear.

After the show's opening night, the designer spent the following morning preparing for a ride aboard the Falconer 2000, the yacht **Nautica** is sponsoring for the America's Cup Young America team. While Chu admittedly was short on time, he didn't let that get in the way as he reflected on his inspirations, philosophy, and the future of his "performance-driven" empire.

Chu maintained a pleasant demeanor, smiling even while he cleared a table littered with coffee mugs. (He wanted to secure a window view of the Bay from inside the city's St. Francis Yacht Club.) Wearing a **Nautica** ensemble of yellow polo top, khakis, navy blazer, and loafers - without socks - Chu looked ready and eager to take on the day's agenda. (Later, he would change into another **Nautica** outfit more appropriate for sailing the high seas with the Falconer crew.)

The oldest of three sons, Chu maintains a close relationship with his family. While his mother remains in Taiwan, his father travels back and forth between the designer's native country and Manhattan. As often as possible, Chu plays golf with one brother, an interior designer who helped him with the layout of his freestanding **Nautica** stores, both in the U.S. and abroad.

The designer's affinity for Asian art and history, traveling, and the pursuit of conducting his business around the globe have granted him the opportunity to explore his roots.

"If anything, my philosophy and value creating - more than my ethnic background - have affected the way I do things, how I think," Chu said. "In the past four to five years I have revisited China. We've even expanded the business, to include shops in Beijing and Shanghai."

A sign of Chu's success, **Nautica** has opened more than 76 stores internationally. "Because we do leisure and casual wear, **Nautica** is appreciated worldwide," he said.

Chu's international concept is based on the notion that "every country's mentality is different.

"I think the U.S. is so dominant in business because it's always searching for better solutions. That's what I try to do with my clothes. I'm constantly trying to improve on what I've done, yet continue exploring new ideas that are functional," he said.

Chu's philosophy and work ethic have not gone unnoticed. "He's completely down to earth," said one employee who's assisted him for nearly three years. "He takes work seriously, but doesn't treat it as the end-all of life. The bottom line is that he wants to deliver a great product."

According to Chu, the current trend of higher quality, designer athletic wear is due to an increased awareness of physical health.

In a market flooded with other big names such as Ralph Lauren, Tommy Hilfiger, and Calvin Klein - whose ad campaigns seem designed more to generate sexual heat and imagery than convey class and functionality, **Nautica's** signature

ad style - Chu said he doesn't feel any heat from the competition.

"Each label is very different. It's not competing, but more of a complementing of each other," he explained. "We have to have our own point of view and continue doing what we do best. That's what it's all about."

As a final word, Chu offered this "performance-driven" advice to aspiring designers: "Understand the business side or work with someone who does, know the audience you're talking to, and always love what you do."

Article copyright AsianWeek/Pan Asia Venture Capital Corp.

\*\*\*\*\*

**GRAPHIC:** Photo, David Chu

**JOURNAL-CODE:** AW

**LOAD-DATE:** August 17, 2001

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*TIME on your hands The Denver Post October 11, 1996 Friday*

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The Denver Post

**October 11, 1996 Friday 2D EDITION**

**SECTION:** LIVING; Pg. E-01

**LENGTH:** 765 words

**HEADLINE:** TIME on your hands

**BYLINE:** By Francine Parnes, Denver Post Fashion Editor

**BODY:**

Marie Antoinette's paramour, who happened to be a member of her palace guard, was in search of a gift to proclaim his undying love. He found the ultimate - a watch that could chime the hours, display the difference between solar and mean time, and show the date, even during leap years.

So the lore goes, according to Modern Jeweler magazine.

The queen was beheaded years before the watch was completed.

You, on the other hand, have the opportunity to possess today a watch fit for a queen.

Modern technology is light-years beyond the time when most watches were designed with utmost simplicity, with plain black numerals on white enamel faces. Thanks to today's inexpensive quartz movements and the decrease in size of watch mechanisms, owning even several high-tech watches is not uncommon.

Designers reason that if you're the sort who has a closetful of shoes and handbags to match your clothing, why shouldn't you have a full complement of watches? They're a lot cheaper, and besides, they're functional.

From Nicole Miller to Guess, Chanel and Dior, nearly every major fashion house is set to sell you a watch.

And if status is your thing, a Swiss-made Gucci cuff watch from Saks comes with a face that reverses to its new "G" logo. Heck, when you're paying \$ 550, why mark time discreetly?

"A watch is an accessory now more so than a fine piece of jewelry - though it can be that, too," says Corbin Seitz, Target's consultant. "You change your watch like you change your handbag."

"(In past years) a watch was considered a piece of fine jewelry, and you had it for years. Now people have a wardrobe of watches," she says, "and at \$ 25 or \$ 30 a watch, you can afford to do that."

Granted, you may not be able to spring for Patek Philippe's brand-new 18-karat yellow gold Annual Calendar, with a patented movement that automatically adjusts for months of 30 and 31 days. It costs \$ 17,500, at Hyde Park Jewelers in Tamarac Square.

Still, at Target, "The majority of our watches are in the \$ 25 range. You could spend more, but you don't necessarily need to," says Seltz. "They're very accurate because technology has made them that way. Quartz watches are amazingly accurate at any price."

If you're up to spending a little more, "For under \$ 100 the finest watch out there is Swatch - they're the most innovative," says Steven Rosdal, co-owner of Hyde Park Jewelers in Cherry Creek and Tamarac Square.

"Swatch has all-around the best product. They make watches that are chronographs, technically advanced for under \$ 100."

Rosdal says that the biggest category of watch today is the high-tech, water-resistant sport watch.

"Consumers of the '90s seem to want the kind of product that can go in water and be worn all the time," he says. "They want a product that can go almost anywhere. If they're going to the gym or going swimming, they don't want to have to take it off and go to the locker."

A few words of advice: "Water resistant" means that the case and other outside materials are made so that no dust or water can penetrate. A water-resistant watch should be tested or maintained once a year, says the Federation of the Swiss Watch Industry.

Today's special-purpose timepieces are geared to everything from marathons to bikeathons, sailing, skiing, scuba diving and flying. Timex watches, for example, come with rugged-sounding monikers like Ironman Triathlon, Marathon, Stealth Magnum and Sports Combo. They're multi-dial mini-computers with 100-hour countdown timers and 99-lap counters.

Then there are trendy timepieces that tell more than just time. Consider Joe Boxer's goofy novelty watches with happy faces and ring watches; diver-style watches from **Nautica**; and retro styles from Fossil. They're all at the forefront of the current mix.

Then there are watches that are great if you're 8 and feel like counting the hours with, say, your favorite cartoon characters.

Armitron, a lower-priced watchmaker, for example, has kid-size clear-plastic "jelly" watches, water resistant at \$ 20. Choose from Tweety Bird, Bugs Bunny, Crayola, Garfield and Snoopy. They're sold at JC Penney stores.

For kids of any age, Armitron also offers a Looney Tunes "Space Jam" watch collection whose introduction coincides with next month's premiere of the Warner Bros. film of the same name. The collection, \$ 25-\$ 40 at JC Penney, includes dials with the Looney Tunes characters, as well as Space Jam's Monstars, a basketball team that plays against the Looney Tunes gang. Selected styles are available at the Warner Bros. Studio Store in the Cherry Creek mall.

**GRAPHIC:** PHOTOS: Fashions

**LOAD-DATE:** October 11, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*Richmond Bay sports look for changing times The Vancouver Sun (British Columbia) October 15, 1996, Tuesday, FINAL EDITION*

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The Vancouver Sun (British Columbia)

**October 15, 1996, Tuesday, FINAL EDITION**

**SECTION:** STYLE; Pg. C3

**LENGTH:** 203 words

**HEADLINE:** Richmond Bay sports look for changing times

**BYLINE:** VIRGINIA LEEMING; VANCOUVER SUN

**BODY:**

You'd hardly think a 27-year-old needs a major facelift, but that's just what has happened at the Bay Richmond store. A cool \$ 14 million was pumped into the company's first suburban store, built when Richmond was a township. But today's growing population and cultural mix demanded the department store move on with the times. As a result, the aisles are wider, lighting brighter, and the two-story layout is based on a rotunda.

New additions to the fashion mix are Tommy Hilfiger for Women, **Nautica** and Jones New York (in regular and petite sizes). Tommy Jeans and Sportswear Collections add a fresh modern look to menswear. A watch boutique carrying popular lines such as Fossil, Boy London, Timberland, Wenger-Swiss Army and Guess has been added as well as Above Average, a boutique stocking fashionable larger sizes. And more emphasis has been placed on small clothing sizes.

You won't have to trek to other Bay stores to get your MAC fix. For those who have been locked in a closet for a few years, MAC is a phenomenally successful Toronto-based makeup and cosmetics (that's where the MAC comes from) company. Also joining MAC are Perscriptives, CHANEL, Guerlain, Erno Lazlo, and Borghese.

**LOAD-DATE:** October 16, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\(Edit Search\)](#) [Suggest Terms for My Search](#)

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AH, CHU: BLESS YOU, DAVID, FOR ALL YOUR NIFTY NAUTICA CLOTHES *St. Louis Post-Dispatch (Missouri)*  
October 17, 1996, Thursday, FIVE STAR LIFT Edition

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St. Louis Post-Dispatch (Missouri)

October 17, 1996, Thursday, FIVE STAR LIFT Edition

**SECTION:** STYLE WEST; Pg. 12

**LENGTH:** 591 words

**HEADLINE:** AH, CHU: BLESS YOU, DAVID, FOR ALL YOUR NIFTY **NAUTICA** CLOTHES

**BYLINE:** Mary Gottschalk 1996, San Jose Mercury News

**BODY:**

YOU WON'T SEE fashion designer David Chu in any of his **Nautica** ads. While Calvin Klein and Ralph Lauren are happy to pose, that's not Chu's style.

Nelther will you hear Chu bragging about his design talents. Tommy Hilfiger may boast he's one of "the four great American designers for men," but that's not Chu's style.

Chu prefers to let his designs, and \$ 300 million a year in sales, speak for themselves.

"The concept is plenty satisfying already, and once in a while I appear in an article. Down the road, eventually, the customer will connect my name with the label," says the 41-year-old New York-based designer.

What Chu is doing is overseeing the **Nautica** empire he launched 13 years ago with six colorful jackets. It's an empire that now includes men's, women's and children's clothing lines, swimwear, shoes, watches, eyewear, fragrances and even a Lincoln-Mercury Villager minivan. On the near horizon is a home collection of sheets, towels and table linens; on the far horizon are home furnishings.

Chu did not set out to create clothes. Born in Taiwan, he came to the United States when his father immigrated here in 1968.ya

"I always liked to draw, and sketching is my forte. I wanted to study architecture, so I took a course at Fashion Institute of Technology and got involved with fashion illustration and design and decided to stay and do clothing," Chu says.

After graduating in 1977, he worked for several apparel companies, including Kayser-Roth and Catalina sportswear. He decided to start his own line in 1983.

Chu chose the name **Nautica** because, he says, "my concept was very classic, active and functional, and nautical ideas came to mind." The "bright, cheerful color blocking" of his initial jackets were reminiscent of signal flags, making them an ideal fit for the **Nautica** name.

While six men's jackets were a very small start, they were a very big hit. "I immediately got adopted into fine stores. My first account was with Barney's, and then I sold to Bloomingdale's and Saks, the three I wanted to do business with," he says.

"We've expanded and expanded and become more total lifestyle," he says. "My design philosophy was to develop a collection with good design, functional details and offering good values. From that point on we've continued to grow."

Chu pays more than lip service to the word "functional," which pops up repeatedly in conversation about clothing.

"I'm technically oriented," he says. "I like things that work and make sense."

To this end, Chu developed Nautex, a waterproof but breathable fabric used for outerwear.


Chu's women's line is a logical outgrowth of the popularity of his men's clothing. He noticed women had no qualms about buying the jackets and fleece pieces to wear themselves, so when the opportunity arose, Chu says he was ready for a licensing agreement with Bernard Chaus Inc.

"I do all the designing and they do the manufacturing," he says. "The philosophy, look and attitude is the same, but our women's wear is slightly hipper, a bit more on the cutting edge. Women tend to be more adventurous in dressing, so I want to evolve quicker in women's wear."

Price is always an important factor to Chu, who says, "I'm trying to offer good quality and good value," so frequently it sounds like his mantra. Men's shirts start at about \$ 50, slacks at \$ 60 and jackets at \$ 200. Women's skirts start at \$ 100, dresses at \$ 200 and jackets at \$ 250. In both areas, the range includes performance sportswear, casual clothes and dressy looks.

**GRAPHIC: PHOTO;** (1) Photo - Chu started his **Nautica** line for women after noticing that men weren't the only ones wearing his jackets and tops. (2) Photo - Designer David Chu oversees the **Nautica** empire, which he launched 13 years ago.

**LOAD-DATE:** October 18, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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*Out of the Sandbox and Into Fashion, All by Age 7 The New York Times October 20, 1996, Sunday, Late Edition - FinalCorrection Appended*

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**October 20, 1996, Sunday, Late Edition - Final  
Correction Appended**

**SECTION:** Section 1; Page 42; Column 1; Style Desk

**LENGTH:** 757 words

**HEADLINE:** Out of the Sandbox and Into Fashion, All by Age 7

**BYLINE:** By DAVID COLMAN

**BODY:**

RACHEL SCHOENAU was not happy about being turned down as a model for a Calvin Klein advertising campaign.

"They said I was too young," the petite blonde said dispiritedly, trying on bell-bottom pants at Infinity, a clothing store on Madison Avenue.

That Rachel, who lives in Larchmont, N.Y., is only 7 offered no consolation. For her, fashion is big stuff. Every day before school, she and her best friend, 7-year-old Nicole Sizemore of New Rochelle, N.Y., call each other to confer about what to wear. The labels in vogue now are Stevenson's, Smith's, Betsey Johnson and Le Tout Petite.

For this day's shopping excursion, they were wearing bell-bottoms (Rachel's were plaid, Nicole's black), little zip-neck tops and medallion necklaces.

The girls' idol is Cher, the fashion-obsessed character played by Alicia Silverstone in last year's hit film "Clueless," now spun off as a television show. The movie -- Nicole owns a copy, but Rachel rents it -- has been credited with raising the fashion awareness of the preteen set.

Dick Hauser, the vice president of the children's division of Bloomingdale's, said upscale children's wear "is a rapidly growing business."

Mr. Hauser said his department boasts such designer names as Tommy Hilfiger, Nicole Miller, **Nautica**, Calvin Klein and Ralph Lauren. And next spring, the store will introduce DKNY boys' and girls' lines.

For parents, it isn't always easy watching their little children turn into fashion authorities. "I don't like it," said Rachel's mother, Debra Schoenau. "I'd prefer her to wear things like this," she added, referring to a small gray cashmere cardigan she was holding while her daughter tried on clothes.

Amparo Sizemore, Nicole's mother, wasn't so concerned about her daughter's fashion tastes. In fact, the two have developed a give-and-take relationship through clothes. "We have a deal," Mrs. Sizemore said. "One day, she can wear what she wants, and the other she wears what I want. It works out well."

Other parents have just thrown up their hands. The artist Jennifer Bartlett, who lives in Greenwich Village,



said of her 10-year-old daughter, Alice: "She always has been extremely bossy about the way she looks. I got away with the smock dresses until she was about 6, but then it was over. There are a lot of fashion issues that I'm not up-to-date on, like what T-shirt with what written on it goes with what pair of jeans. It's all lost on me."

For some parents, it can be equally alarming when children's fashion dictates go beyond their own wardrobes. Danielle Bluysen, the owner of the Danielle B. boutique on Lexington Avenue, said she is often dismayed to hear children veto their mothers' choices: "I think, 'What is wrong with these women?' "

Pausing after an afternoon tour at Barneys, Nina Magowan, who lives on the Upper East Side, looked gratified to hear that her bell-bottomed 11-year-old, Olivia, approved of her mother's style, which that day included a Prada sweater and a Max Mara coat. But Ms. Magowan looked less pleased when her daughter added that she wished her mother would not go shopping alone.

"Sometimes she'll buy ugly shoes," Olivia said.

"Like what?" Ms. Magowan wanted to know.

"Those strappy, clunky Mary Janes from Calvin Klein," she replied.

For many 10-year-olds, the luckiest girl must be Bee Shaffer, the daughter of Vogue's editor in chief, Anna Wintour. But Ms. Wintour said that even her own daughter resists any fashion counsel: "She doesn't listen to anything I say. She likes overalls and sweatpants, and she doesn't like dresses. As long as she's happy, that's fine, but occasionally, I would love her to wear a dress."

As far as Ms. Wintour's own wardrobe, she said, her daughter has equally clear ideas. "She's against anything that is in any way revealing. She'd like me to go out like a monk."

Though she has on occasion taken her daughter to fashion shows, Ms. Wintour says she does not like to see children too interested in fashion. "They have their whole lives to get into it," she said.

Ms. Wintour's opinion may not be popular among children, but it may gratify grown-ups, among them President Clinton. In his State of the Union address this year, he advocated that schools require students to wear uniforms as a way to curtail the violence caused by children obsessed with fashion and status.

Nicole Sizemore, for one, was none too happy with the President's suggestion. "I want Bob Dole for President," she said, though she will not be able to vote in a Presidential race until 2008.

**CORRECTION-DATE:** October 30, 1996, Wednesday

**CORRECTION:**

An article in the Styles pages on Oct. 20 about children and fashion misstated the name of a children's clothing manufacturer. It is Les Tout Petits, not Le Tout Petite.

**LOAD-DATE:** October 20, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Monday, June 19, 2006 - 10:26 AM EDT

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 Terms: nautica and data(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*The sporting life South China Morning Post (Hong Kong) November 2, 1996*

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**November 2, 1996**

**SECTION:** Style; Pg. 6

**LENGTH:** 280 words

**HEADLINE:** The sporting life

**BYLINE:** Kavita Daswani

**BODY:**

Sportswear is finding its way on to the streets as fashion designers use popular 1990s' leisure activities - golf, roller-blading and skiing - as the inspiration for new collections. **Nautica** of the US incorporates the sunny Californian lifestyle in its seasonal collections of light anoraks originally designed for sailing but now modified for weekend-wear.

East Coast designer Ralph Lauren's Polo Sport line consists of clothing that can move from rock climbing to a restaurant: thermal jerseys, fleeces and blanket jackets are intended to epitomise what Lauren describes as "the American sporting lifestyle". In the region, Royal Sporting House fuses fashion with sport with its retail selections of Dr Martens and Next, Speedo with Tommy Armour.

The trend is as visible in the arenas of both men's and women's fashion: the German house of Escada recently introduced a sports range to the territory through a corner at Selbu. Sleek velour tops, fleece-lined sweat-pants and pastel tennis shirts are designed to be worn "for either sports, lounging around, travelling in, teamed with something more formal for a casual sporty look," said Massimo Suppancig of Escada.

And yesterday, Alfred Dunhill unveiled its premier golf collection which is "performance orientated" as well as being aesthetically pleasing.

Polo shirts, waterproof jackets, anti-roll waistbands on trousers come in attractive dusky blue and earthy olive shades. Alfred Dunhill's regional managing director, Richard Cole, said the golf line was created given the immense growth of the sport in the Asian region. Mr Cole said the collection was "for serious golfers looking for guaranteed excellence".

**GRAPHIC:** (Photo: Ricky Chung); Before tee-off, opposite page, Gottex wind-stopper in cherry-red (\$ 3,995), worn here with white-collared polo shirt (\$ 1,295); below, a co-ordinated golfing ensemble in this light red polo shirt with white collar (\$ 995), a green and blue checked wind-stopper (\$ 4,750) and casual blue trousers (\$ 1,495).; Below, a long-sleeved polo in salmon (\$ 995), paired with blue striped sweater (\$ 1,995) and pale beige trousers (\$ 1,695).; Right, pale yellow button-front vest (\$ 1,695) teamed with striped polo (\$ 995) and linen checked shorts (\$ 1,995), and after hours socialising with this polo shirt (\$ 995), printed sweater (\$ 1,995) and matching shorts (\$ 1,695). All from Alfred Dunhill. Stylist: Caroline Nie. Model: David James

**LOAD-DATE:** November 3, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Ranking the best small companies in America Forbes November 4, 1996*

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# Forbes

Forbes

November 4, 1996

**SECTION:** THE FORBES 200 BEST SMALL COMPANIES; Ranking The Best Small Companies In America; Pg. 288

**LENGTH:** 3621 words

**HEADLINE:** Ranking the best small companies in America

**BODY:**

Note: This table may be divided, and additional information on a particular entry may appear on more than one screen

5-year average ROE	Where they rank			Company
	sales	profits	market value	
71	99	29	33	Aames Financial
119	182	146	32	ABR Information Services
59	43	24	8	Adtran
196	83	177	182	Ag Services of America
10	66	92	71	Alternative Resources
104	35	105	121	American Homestar
31	76	42	51	Amresco
132	172	175	152	Amrlon
188	194	197	185	Analytical Surveys
12	69	70	4	APAC TeleServices
3	51	58	13	Apollo Group
144	32	28	19	Aspect Telecommunications
173	116	113	42	Aspen Technology
86	156	150	188	Autocam
193	186	195	198	Balchem
97	125	40	61	Ballard Medical Products
140	149	124	124	Barra
39	59	157	157	Barrett Business Services
133	135	164	174	Benihana
98	100	50	67	BET Holdings

126	131	61	167 BHC Financial
23	124	62	103 EW Blanch Holdings
35	181	174	153 Blimple International
68	139	133	163 Brooks Automation
156	61	101	116 Buckle
135	33	65	114 Bush Industries
157	28	97	155 BWAY
101	170	169	168 CFI ProServices
194	34	107	130 CACI International
24	72	69	12 Cambridge Technology Partners
170	148	72	134 Capitol Transamerica
37	84	46	29 Catalina Marketing
152	9	99	129 Cavaller Homes
117	175	158	76 Centennial Technologies
65	86	94	57 Central Parking
14	190	156	122 Chad Therapeutics
51	160	183	151 Champion Industries
87	74	111	49 Ciber
116	96	15	48 Cognex
58	169	125	95 Coherent Communications Sys
81	56	31	135 Cohu
177	173	179	176 Computational Systems
160	29	108	145 Computer Data Systems
94	81	51	14 Concord EFS
75	140	141	160 Conso Products
161	127	151	143 Consolidated Graphics
42	105	1	15 ContiFinancial
150	188	185	91 Cooper & Chyan Technology
178	111	134	144 CorVel
95	119	23	21 Credit Acceptance
54	54	93	162 Crossmann Communities
166	115	126	166 Custom Chrome
184	25	17	70 Dallas Semiconductor
158	178	170	175 Data Research Associates
34	184	144	111 Datastream Systems
141	103	95	127 Day Runner
83	176	189	197 Decorator Industries
20	26	5	60 Department 56
198	114	96	123 DH Technology
66	60	57	59 Dialogic
123	180	165	183 Elantec Semiconductor
43	57	14	106 Electroglas
134	36	6	9 Electronics for Imaging

4	23	128	55 Employee Solutions
50	138	127	65 Encad
8	109	137	148 Equity Marketing
27	73	12	46 ESS Technology
142	58	129	170 Essef
110	88	71	69 Fair, Isaac & Co
55	31	33	7 Fastenal
22	177	191	172 First Commonwealth
136	22	18	3 FORE Systems
121	121	152	93 Gadzooks
17	197	199	190 Game Financial
124	93	43	34 Gentex
155	70	45	47 Global Industries
174	5	34	87 Hadco
105	75	118	156 Harmon Industries
79	39	2	10 HealthCare Compare
118	46	47	54 Heartland Express
45	80	36	98 Helix Technology
49	144	91	77 Jack Henry & Associates
62	118	136	142 Hirsch International
89	122	145	192 Home State Holdings
145	152	90	147 Innovex
179	15	13	16 Input/Output
25	164	79	39 INSO
169	142	87	27 Jones Medical Industries
38	130	159	199 JW Charles Financial Services
21	95	104	102 Kenneth Cole Productions
197	147	180	159 Key Energy Group
28	146	140	118 Knight Transportation
114	200	196	193 Koala
176	91	102	104 Kronos
63	89	88	52 Landry's Seafood Restaurants
162	49	11	44 Lattice Semiconductor
164	126	130	181 LCS Industries
128	128	89	75 Level One Communications
189	17	54	125 Life USA Holdings
84	10	4	24 Lincare Holdings
111	97	147	131 Longhorn Steaks
185	145	114	105 Lunar
109	27	41	80 Lydall
19	98	22	5 McAfee Associates
163	37	49	109 McDonald & Co Investments
102	71	59	41 Medic Computer Systems

15	13	7	64 Medusa
99	64	38	45 Mentor
153	183	162	128 Meridian Diagnostics
129	19	78	126 Merrill
107	199	198	196 Mesa Laboratories
127	7	27	43 Methode Electronics
2	141	181	186 Metrotrans
137	16	10	18 Microchip Technology
9	90	119	62 Miller Industries
46	196	194	195 Mity-Lite
78	12	26	92 Morgan Keegan
190	165	172	180 Motorcar Parts & Accessories
53	65	53	53 National Instruments
147	162	188	97 National TechTeam
76	174	171	112 Natural MicroSystems
56	40	80	79 Nature's Sunshine Products
154	2	20	17 <b>Nautica</b> Enterprises
61	14	52	100 NCI Building Systems
199	50	21	31 Network General
180	134	135	113 NFO Research
13	133	84	117 NN Ball & Roller
139	179	182	187 Nobility Homes
67	191	200	200 Nortech Systems
191	38	67	81 O'Reilly Automotive
7	48	9	11 Oakley
72	143	163	132 On Assignment
5	158	161	154 OnTrak Systems
60	155	98	169 Opal
41	11	82	28 Papa John's International
175	47	64	72 Paxar
195	78	83	150 Penn Engineering & Mfg
165	8	16	1 PeopleSoft
40	192	184	184 Performance Technologies
90	77	122	50 PMT Services
47	110	73	120 Poe & Brown
112	24	153	146 Pomeroy Computer Resources
73	168	109	99 Pre-Paid Legal Services
125	193	155	179 Prima Energy
74	153	117	78 Project Software & Development
182	42	48	35 Regal Cinemas
130	18	25	84 Regal-Beloit
69	123	142	165 RehabCare Group
18	159	103	20 Remedy

183	107	76	138 Republic Group
122	52	132	139 Res-Care
159	102	74	73 Resplronics
106	67	66	30 Rexall Sundown
103	104	115	149 Right Management Consultants
57	151	176	85 Romac International
32	44	32	38 Roper Industries
11	157	116	90 RTW
70	30	100	74 Rural Metro
1	92	55	66 Safeskin
44	62	39	36 St John Knits
131	166	193	140 SCB Computer Technology
181	1	63	119 Scotsman Industries
26	137	138	115 Seattle FilmWorks
192	171	120	22 Security Dynamics Technologies
91	163	148	164 Seda Specialty Packaging
77	154	139	89 Serologicals
151	63	68	110 Simpson Manufacturing
186	117	121	136 Sinter Metals
30	189	160	171 Smith Micro Software
171	112	75	58 Sodak Gaming
48	45	19	37 Sofamor Danek Group
148	85	77	83 Sonic
88	120	186	178 SOS Staffing Services
6	21	85	101 Southern Energy Homes
16	132	44	26 Speedway Motorsports
100	187	166	189 Stephan
113	53	56	25 Steris
138	4	106	173 Sterling Electronics
172	6	8	6 Synopsys
82	198	187	158 Synthetech
85	161	123	107 Techne
167	87	60	96 Tecno! Medical Products
187	113	167	133 Tessco Technologies
93	55	112	86 Tetra Tech
96	185	192	191 Timberline Software
120	20	30	2 Total System Services
33	41	35	68 Toy Biz
92	106	173	94 Ultrak
64	167	178	161 UniMark Group
146	129	154	108 United Dental Care
29	3	37	40 United Video Satellite Group
80	82	86	82 Urban Outfitters

36	94	131	56 USA Detergents
115	136	168	177 Varsity Spirit
143	150	190	194 Vaughn Communications
200	101	110	141 Viewlogic Systems
168	79	81	88 Vitalink Pharmacy Services
149	108	149	63 Wackenhut Corrections
108	68	3	23 Watson Pharmaceuticals
52	195	143	137 Wireless Telecom Group

Company	Exchange	Ticker symbol	5-year average return on equity
Aames Financial	n	AAM	24.3%
ABR Information Services	o	ABRX	19.4
Adtran	o	ADTN	26.0
Ag Services of America	o	AGSV	14.6
Alternative Resources	o	ALRC	45.5
American Homestar	o	HSTR	20.3
Amresco	o	AMMB	31.2
Amrion	o	AMRI	18.6
Analytical Surveys	o	ANLT	15.0
APAC TeleServices	o	APAC	42.7
Apollo Group	o	APOL	77.7
Aspect Telecommunications	o	ASPT	17.7
Aspen Technology	o	AZPN	15.5
Autocam	o	ACAM	22.4
Balchem	a	BCP	14.8
Ballard Medical Products	n	BMP	20.7
Barra	o	BARZ	17.9
Barrett Business Services	o	BBSI	29.6
Benihana	o	BNHN	18.6
BET Holdings	n	BTV	20.6
BHC Financial	o	BHCF	18.8
EW Blanch Holdings	n	EWB	34.5
Blimpie International	o	BMPE	30.4
Brooks Automation	o	BRKS	24.5
Buckle	o	BKLE	16.8
Bush Industries	n	BSH	18.5
BWAY	o	BWAY	16.8
CFI ProServices	o	PROI	20.5
CACI International	o	CACI	14.8
Cambridge Technology Partners	o	CATP	34.2
Capitol Transamerica	o	CATA	15.6
Catalina Marketing	n	POS	29.7



Source: News & Business > Combined Sources > News, All (English, Full Text) [i]

Terms: nautica and date(geq (1/1/1996) and leq (12/31/1996)) (Edit Search | Suggest Terms for My Search)

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*LUETTGENS TRIES ON SOME TOP DESIGNERS Hartford Courant (Connecticut) November 9, 1996 Saturday, STATEWIDE*

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**November 9, 1996 Saturday, STATEWIDE**

**SECTION:** BUSINESS; Pg. F1

**LENGTH:** 673 words

**HEADLINE:** LUETTGENS TRIES ON SOME TOP DESIGNERS

**BYLINE:** DEEDEE SEGEL; Courant Staff Writer

**BODY:**

Tommy, Calvin and Hugo have become regulars at Luettgens Ltd.

During the past year, the Civic Center Mall store has added such top designers as Hilfiger, Klein and Boss to its selection to attract more customers and boost sales and profitability.

"We're going to the next level of what we currently carry," Luettgens' president, Jack Gness, said Friday. "We're finding the customer is willing to pay a little more for better value. And you've got to have what the customer wants."

That is especially important in Hartford, where corporate downsizing has greatly reduced the number of downtown workers. Now more than ever, Luettgens -- a combination specialty and department store -- must key into what its customers want.

Gness said such high-end designers don't usually deal with smaller department stores. But last year, he finally convinced the Tommy Hilfiger vendor that 65,000 people work in downtown Hartford and that Luettgens is the only department store near them. Soon afterward, other vendors did the same.

So, although the store still carries suits in the \$200 to \$600 range, it also carries those that cost \$1,000. Along with Hugo Boss, some of the latest additions include Valentino, Mani by Giorgio Armani and CK by Calvin Klein.

Last year, the most expensive tie the store carried was a J.S. Blank, at \$55. This year, high-end ties by Valentino, Giorgio Armani, Calvin Klein and Burberry run as high as \$90. Already, the strategy is beginning to work. Since last year, Luettgens' men's sportswear business has tripled, Gness said. Along with Tommy Hilfiger, the store now carries **Nautica**, CK jeans by Calvin Klein and Polo jeans by Ralph Lauren. In March, Luettgens will get the full line of Polo sportswear.

At the same time, the store is carrying several lines more commonly found in smaller specialty stores. Those include Joseph Abboud, Raffi and Tricot St. Raphael.

"We have to do the best the specialty stores do, and we have to do the best the department stores do," he said.

Same is true in the women's department.

The store has had Jones of New York and Givanni for years. But in 1994, it began carrying the popular department store line Dana Buckman. Just last year, it added Eileen Fisher and this past spring it took on Sarah Arizona -- both of which are more commonly found at specialty stores.

Rae Donnelly, a longtime Luettgens sales associate, said the store's customers want apparel they can wear to work or on the weekend. They want something they can mix and match and not look like their colleagues. And that, Donnelly said, is what the new lines offer.

A new buyer in the women's department is still working on the merchandise expansion, which is expected to be completed next year with even more well-known labels that Gness did not want to disclose for proprietary reasons.

Overall, Gness is hoping that the merchandise expansion will attract more downtown workers, as well as suburbanites, to the store. He would not share the company's sales goal, but said he would like to see the number of regulars grow 50 percent, to 30,000, from the current 20,000.

"There are still so many people downtown," Gness said, "who don't know we offer what we offer."

The remerchandising is not only expected to benefit Luettgens, but also the mall as a whole.

George Naito, who manages the mall for LaSalle Partners Ltd., said anything that helps sales and profitability -- which is Gness' intention -- will increase mall traffic and help other retailers.

"Stores feed on each other's customers," he said. "Shoppers go to one store as a destination and pick up other things when they pass by other stores."

The changes in the women's department, he said, are especially important for women shoppers, who recently lost AnnTaylor, a higher-end clothing store.

"We've always talked about a vacuum AnnTaylor's departure created and how retailers such as Luettgens or Casual Corner can fill that vacuum," Naito said. "If Jack is trying to fill that vacuum, it's a great idea."

**GRAPHIC:** PHOTO: COLOR, Kathy Hanley / Special to The Courant; \* Vo Truong, of New Britain, looks over jackets by **Nautica** Friday afternoon at the Luettgens Ltd. department store at the Civic Center Mall downtown. Luettgens has been adding top designers to its selection of men's and women's clothes in a bid for more shoppers.

**LOAD-DATE:** November 11, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) [\(Edit Search\)](#) [Suggest Terms for My Search](#)

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Source: News & Business > Combined Sources > News, All (English, Full Text) [\[i\]](#)

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*NEIGHBORHOOD REPORT: SHOPPING AROUND -- AUCTIONS AND SAMPLE SALES; Holiday Bargains With a Twist The New York Times November 17, 1996, Sunday, Late Edition - Final*

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The New York Times

**November 17, 1996, Sunday, Late Edition - Final**

**SECTION:** Section 13; Page 23; Column 1; The City Weekly Desk

**LENGTH:** 26 words

**HEADLINE:** NEIGHBORHOOD REPORT: SHOPPING AROUND -- AUCTIONS AND SAMPLE SALES;  
Holiday Bargains With a Twist

**BYLINE:** By MONIQUE P. YAZIGI

**BODY:**

Though retail stores are beginning early holiday sales, other places sometimes offer better bargains and more unique merchandise. MONIQUE P. YAZIGI

**GRAPHIC:** Charts: "AUCTIONS"

Auctions don't sell only famous paintings for millions of dollars. They can also be sources of inexpensive furniture, hard-to-find books, silver (frames, pitchers) and collectables. A few tips: Always examine the merchandise at the preview (usually the day before the auction). Establish a firm price limit and don't go beyond it even if bidding gets heated. Bring a checkbook, although many auctions now accept credit cards.

Sotheby's Arcade -- 1334 York Avenue at 72d Street

When Tuesday, Nov. 26, 10:15 A.M. and 2 P.M.

What Furniture and decorations.

Prices From about \$100 to \$5,000.

Tepper Galleries -- 110 East 25th Street, between Park and Lexington Avenues.

When Saturday, Nov. 23, 10 A.M.

What Estate merchandise, books (on the fourth floor) and porcelain, jade and ivory from the Orient.

Prices \$10 to several hundred

William Doyle Galleries -- 175 East 87th Street, between Lexington and Third Avenues.

When Treasure auction, Monday, Dec. 2, 10 A.M.

What Furniture, china, silverplate, lamps, paintings.

Prices \$1 to \$1,000 or so.

When Annual Christmas gift auction, Wednesday, Dec. 4, 6 P.M.

What Assorted silver, candlesticks and crystal items.

Prices \$50 to several thousand.

Christie's East -- 219 East 67th Street, between Second and Third Avenues

When Wednesday, Nov. 20

What Patent models (small models of inventions).

Prices About \$200 to \$3,000

#### "SAMPLE SALES"

Many of these sales are kept secret so the retailer or designer may not acknowledge having one if called or may change the location or cancel the sale if too many people find out about it. This sampling of sales is from The S & B Report, the monthly guide to sales and bargains:

HUGO BOSS (718) 767-9296

Menswear. Suits retail for more than \$1,000.

Prices Wholesale (half of retail) and below.

Where 560 Seventh Avenue, at 40th Street, 2d floor.

When Monday to Thursday, 9 A.M. to 6:30 P.M., Friday, 9 A.M. to 5 P.M.

ANNE KLEIN HANDBAGS (212) 594-4770

Leather handbags and accessories like belts and bags.

Prices \$2 to \$140.

Where 330 Fifth Avenue, between 32d and 33d Streets, 8th floor;

When Thursday and Friday, 10 A.M. to 3 P.M.

NANCY KOLTES FINE LINENS and SCANDIA DOWN (212) 995-9050

Closeouts of comforters, pillows, bed and table linens (no towels).

Prices Below wholesale.

Where 900 Broadway, at 20th Street, suite 201.

When Monday to Friday, 9:30 A.M. to 5:30 P.M., Saturday, 11 A.M. to 5 P.M.

FASHION RESCUE (212) 836-1776

More than 700 vendors including Calvin Klein, Dana Buchman, Baby Guess, Ellen Tracy, Jones New York, **Nautica**, Polo and Tahari, Timberland and Tommy Hilfiger. Proceeds go to the United Jewish Appeal

Federation of New York.

Prices Wholesale and below.

Where Sheraton New York, Seventh Avenue and 52d Street

When Sunday, Nov. 24 to Dec. 1. Sundays, 10 A.M. to 7:30 P.M., Monday to Wednesday, 8:30 A.M. to 7:30 P.M., Friday, 8:30 A.M. to 3:30 P.M. Closed Thursday and Saturday.

**LOAD-DATE:** November 17, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

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*IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHESLIVING SMART Fashion Savoir-Faire The Oregonian  
(Portland, Oregon) November 20, 1996 Wednesday*

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The Oregonian (Portland, Oregon)

November 20, 1996 Wednesday  
SUNRISE Edition

**SECTION:** LIVING; Pg. E05

**LENGTH:** 360 words

**HEADLINE:** IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHESLIVING SMART Fashion Savoir-Faire

**BYLINE:** PHIL ROMANS, of The Oregonian staff Los Ange

**BODY:**

Wednesday, November 20, 1996 IT'S TIME TO LEARN MORE ABOUT TODAY'S WATCHES

LIVING SMART Fashion Savoir-Faire

If you're shopping for a sport watch, but are confused by all the ``thing-a-ma-jigs" and ``doo-hickeys" and don't know what functions you really need, here are some terms to know: CHRONOGRAPH: A stopwatch. CHRONOMETER: A timepiece that meets specific high standards of accuracy set by an official watch institute in Switzerland. COMPLICATIO: Any additional function of a watch above and beyond telling time. FLYBACK HAND: A secondhand on a chronograph that can be used to time laps. SAPPHIRE CRYSTAL: A highly scratch-resistant ``glass" that covers the watch face. SCREW-LOCK CROWN: A crown screwed in to the watch case to make the watch watertight. STOP WATCH: A watch with a secondhand to measure intervals of time. TACHYMETER: A device that computes the speed at which the wearer has traveled over a measured distance. TOTALIZER: A mechanism that keeps track of elapsed time and displays it. WATER RESISTANCE: The ability to withstand splashes of water. SHOCK RESISTANCE: The ability to withstand shocks that come with regular movement of the wearer's wrist.

For a free brochure, ``Timely Tips," send a self-addressed, stamped envelope to : Federation of the Swiss Watch Industry, 608 Fifth Ave., New York, N.Y. 10020. -- Phil Romans

'70s look extends at least another year into the '90s

If you like the '70s look that is popular now, you have at least another year to be in style.

Passport '96, the most star-laden and theatrical runway show in Los Angeles this year, featured enough leopard prints, feather boas and platform shoes to outfit a disco's entire clientele. Other trends spotted in the show, a benefit for AIDS-related services and research, were military-style lines accented by brightly colored tights, open shirts for guys, big hair and ``geek chic" looks mixing variant patterns. Featured designers included Vivienne Tam, Mossimo Giannulli and **Nautica's** David Chu.

-- Los Angeles Daily News

ILLUSTRATION: Photo

The following fields overflowed: BYLINETITLE = of The Oregonian staff

Los Angeles Daily News <

**LOAD-DATE:** April 6, 2006

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) ☐

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*Brothers who sold counterfeits sentenced They're assessed \$ 1 million fines, prison time THE DALLAS MORNING NEWS November 23, 1996, Saturday, HOME FINAL EDITION*

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THE DALLAS MORNING NEWS

**November 23, 1996, Saturday, HOME FINAL EDITION**

**SECTION:** NEWS; Pg. 37A

**LENGTH:** 500 words

**HEADLINE:** Brothers who sold counterfeits sentenced They're assessed \$ 1 million fines, prison time

**BYLINE:** Bill Lodge, Staff Writer of The Dallas Morning News

**BODY:**

Brothers Sun Ho Kim and Chul Ho Kim became remarkable success stories after they moved from Korea to Dallas in the early 1990s.

Since 1993, they have collected more than \$ 6 million from the sale of athletic wear at bazaars and discount stores.

But much of that clothing bore the counterfeit trademarks of well-known companies, such as Nike, Guess, **Nautica**, Polo and Tommy Hilfiger. Now, both men face lengthy prison terms and million-dollar fines.

On Friday, U.S. District Judge Jerry Buchmeyer sentenced Sun Kim to 71 months' imprisonment and fined him \$ 1 million. Chul Kim received a 57-month prison term and \$ 1 million fine.

"If I were up on Harry Hines Boulevard pushing counterfeit trademark goods, I'd be real concerned about my future," Assistant U.S. Attorney Thomas Hamilton said after the sentencing hearing.

Mr. Hamilton noted that evidence produced by the FBI during the brothers' trial in September revealed: "Harry Hines has a national reputation for being a place where these kinds of things are done."

Jack Manning, attorney for the brothers, told Judge Buchmeyer that the Kims simply did not realize they were committing crimes when they sold the counterfeited clothing. He said their actions reflected distinct cultural differences. And he argued that no losses actually resulted from sale of the knockoff shirts, caps, shorts, jackets and sweat suits.

Noting that many of the counterfeited items were sold by the Kims from a store in the Big T Bazaar, Mr. Manning said: "The people who go to Big T Bazaar are not looking for the authentic items."

"It is absurd," Judge Buchmeyer said of Mr. Manning's argument.

"What you are arguing is that the trademark laws should be thrown out."

Mr. Manning countered that trademark laws in Korea are much less restrictive than those in the United States.

"It's almost like there were two realities," Mr. Manning said.



"They could not believe that America would make selling clothing a crime."

Counterfeiting anything "is just absolutely wrong," Judge Buchmeyer replied. "The argument that there is no loss at all is asinine."

Chul Kim, who sobbed through much of the hearing, promised through an interpreter that he would immediately return to Korea if he were allowed to remain out of prison.

Sun Kim, also speaking through an interpreter, asked the judge to "give me one more chance."


Sun Kim added that: "My brother had nothing to do with my operation. It was all my fault."

Judge Buchmeyer noted that both men ignored two previous court orders prohibiting the sale of counterfeited items. He also said more than \$ 3 million had passed through one brother's bank accounts while more than \$ 2 million was deposited in the other's accounts.

The judge then sentenced both men, who have remained in custody since September, to the maximum terms permitted by federal guidelines.

Sun Kim must serve at least five years before he can petition for an early release. Chul Kim must serve at least four years.

**LOAD-DATE:** November 24, 1996

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*TRUMP STAKING OUT A BEACHHEAD IN DOMINICAN REPUBLIC Daily News (New York) November 24, 1996, Sunday*

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Daily News (New York)

**November 24, 1996, Sunday**

**SECTION:** Gossip; Pg. 14

**LENGTH:** 979 words

**HEADLINE:** TRUMP STAKING OUT A BEACHHEAD IN DOMINICAN REPUBLIC

**BYLINE:** BY GEORGE RUSH AND JOANNA MOLLOY with Balrd Jones

**BODY:**

How long can it be before the Dominican Republic is formally annexed as a borough of New York? First, Mayor Giuliani and Police Commissioner Howard Safir announce NYPD cops are headed to the island nation to stanch the drug flow. Now we hear that Donald Trump may build a casino resort there.

Bronx-born Dominican President Leonel Fernandez is said to be dangling prime acres of oceanfront in front of the developer. The two met recently in New York, and word is that Trump and Forum Club chief Bill Fugazy will fly next month to the island to inspect the property, play golf and stay at the Presidential Palace.

"I might," says El Donald, downplaying the visit as "nothing of great urgency."

Elsewhere on Planet Trump, publicist/nemesis Chuck Jones is seeking to overturn a protection order that keeps Jones away from Trump Tower, but also, he says, away from his dentist, Dr. Jerry Lynn. Jones says that, while incarcerated on Rikers Island, he broke several teeth when he bit into some bony chicken. Inevitably, Jones says: "That, too, will be the subject of litigation."

**PURPLE HAZE OVER PRINCE STORIES**

The Artist Formerly Known As Prince and his reps are refusing to comment on tabloid reports that the singer and his wife, Mayte, have lost their first baby.

The 5-pound boy was born in October, two months premature, and died after several days, according to stories in The Globe and National Enquirer. Prince's lawyer, Londell McMillan, would neither confirm nor deny the stories.

"I am not in a position to say one way or another," McMillan told us. "Children shouldn't be subject to [media scrutiny]."

However, the singer's father did confirm the death, according to The Globe, which quotes John Nelson as saying, "It's a tragic, terrible thing."

The couple is said to be heartbroken by the death and determined to try for another child.

**BO KNOWS BUCKS**

Private eye Bo Dietl is doing well for himself. Too well, some say.

Dietl did a bangup job helping the United Brotherhood of Carpenters pry loose mob-linked District Council President Frederick Devine, who was indicted last month on charges of stealing at least \$ 250,000 in union funds.

But union officials reportedly are stunned by the cost of Dietl's crowbar. "He billed the union for close to \$ 2.5 million," claims one source. "They feel he took advantage of them."

District official Jim Sleblska argues that the \$ 2.5 million figure "is way off-base" and that he hasn't heard any griping. Dietl will say only that the bill is over \$ 1 million: "Obviously, it's going to cost you when you hire 50 armed men to take over a building for a week."

Dietl is so flush that he's taking over the entire top floor of 42d St.'s old Dally News Building for his new offices. His memoir, "One Tough Cop," is finally getting made into a movie, starring Amy Irving, Chris Penn and Mark Wahlberg, who plays Dietl. The guy gets honored tomorrow by the South Queens Boys and Girls Club in Howard Beach.

#### ITEMIZING

Singer Grace Slick will give all the details on her bid to dose Richard Nixon with LSD in her new memoir "Go Ask Alice: I Think She'll Know." Slick, who's getting \$ 1 million from Warner Books, says the Secret Service foiled the acid trip she'd hatched with Abbie Hoffman. But Slick, who's repped by David Vigliano and Maureen Regan, was successful at making lovers out of Jim Morrison and all but one of her Jefferson Airplane bandmates ...

Conservative Deputy Mayor Ninfa Segarra has some interesting family values, according to the Intelligencer in New York magazine. The mag claims that Segarra has been living with one Larry Allison for 10 years, even though she may still be married to Jose Segarra, a former high-school principal. And now, the mag claims, Segarra has moved out on Allison. She's been thisclose, as we first reported, with former Good Day New York reporter Felipe Luciano. Segarra "does not comment on personal stories," her staffer told The News...

Graceland will be closed for the first time ever on both Christmas Eve and Christmas Day. Reason: Lisa Marie Presley will need her daddy's pad to remarry Danny Keough, according to "USA Live" commentator Tad Low.

Jimmy Nederlander Jr., who as predicted here weeks ago just took over as head of his family's theater chain, is splitting with wife Tina.

#### HOLIDAY SPIRIT

Here's a good reason to go shopping, as if you needed one. Ralph Lauren, Tommy Hilfiger, Calvin Klein, Liz Claiborne, Timberland, **Nautica** and others have donated thousands of items of apparel (men's, women's and children's) and accessories to Fashion Rescue, the deep-discount shopping spree at the Sheraton that starts today. Fashion Rescue was started during the Gulf War by the UJA-Federation to help refugees; now that it's peacetime, they'll donate 88 cents of every dollar to fight AIDS and breast and ovarian cancer.

#### SURVEILLANCE

Barbra Streisand, at Elaine's, asking to be exiled from a prime table to backroom Siberia. The diva dined with Miramax' Harvey Weinstein, his wife, Eve, and "English Patient" director Anthony Minghella ...

"Baywatch" star David Hasselhoff, at Nosidam, handing out pre-signed photos of himself in a swimsuit ...

Milos Forman, director of "The People vs. Larry Flynt," must be feeling confident about an Academy Award nod. He's already been measured for his Oscar tux at Piero Dimitri ...


Luther Vandross, who has said his weight fluctuates with his love life, looking romantically chunky at the opening of the Soul Cafe at 42d and Ninth on Thursday night. Also there: Malik Yoba, the Rev. Al Sharpton, Pepa, Nick Ashford and Valerie Simpson and Motown CEO Andre Harrell ...

Denzel Washington getting rid of that extra flab at Equinox on Wednesday morning. Stacey Keach working up a sweat doing bench presses at World Gym. ...

Notes: <http://www.mostnewyork.com>

**GRAPHIC:** ARNOLD MAGNANI QUINCY'S JONES: Music legend Quincy Jones remains a connoisseur of fine blonds. Following in the footsteps of Peggy Lipton, Nastassja Kinski and Vendela, model Julia Valet showed up on Q's arm at a Young Audiences benefit Thursday. IN THE NAME OF THE FATHER: John Kennedy Jr. remembered President Kennedy on Friday, the 33rd anniversary of his assassination. Carolyn Bessette-Kennedy accompanied her husband to church. GIDDY ON THE MIDWAY: Rosie O'Donnell and Mariah Carey capered through the make-believe amusement park Thursday at the Fresh Air Fund's "Greetings From Coney Island" benefit at the Seventh Regiment Armory.

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*Clothes Make a Comeback; After Years of Slow Sales, Apparel Is the Hot Holiday Gift The Washington Post  
November 28, 1996, Thursday, Final Edition*

Copyright 1996 The Washington Post  
The Washington Post

**November 28, 1996, Thursday, Final Edition**

**SECTION:** FINANCIAL; Pg. E01

**LENGTH:** 1013 words

**HEADLINE:** Clothes Make a Comeback; After Years of Slow Sales, Apparel Is the Hot Holiday Gift

**BYLINE:** Margaret Webb Pressler, Washington Post Staff Writer

**BODY:**

Don you now your gay apparel and don't forget to grab your hats -- and rich suede gloves and downy cashmere scarfs and anything at all with a designer label. Holiday shopping circa 1996 is about clothes, clothes, luxurious clothes. And merchants say it's about time.

In nationwide surveys and at area malls, consumers are putting apparel, jewelry and accessories back at the top of their gift lists, especially items made of soft, plush fabrics such as fleece, chenille and velour. For the past three years, apparel sales have unraveled like an old Christmas sweater, but this time retailers say they are feeling the ho-ho-ho in their holiday clothing sales.

Women's fashion, for instance, is doing "much better," according to Hecht's spokeswoman Nancy Chistolini. "It's more interesting looking and it's certainly been helped by the names of Ralph Lauren, Tommy Hilfiger and **Nautica**. Those designers have been doing very well in the men's area and crossed over into women's, and that's been a big boost."

It's a far cry from the recent past. Just 12 months ago, if shoppers weren't hunting for homey, comforting presents such as books, candles and massagers, they were spending on computers and electronics. In fact, in the first five years of this decade, sales at appliance, electronics and computer stores in November and December were climbing by an average of 10 percent after adjusting for inflation, according to the Commerce Department, while apparel sales inched ahead only 0.4 percent, on average. In a twinkling, clothes have become king.

"That's true, unfortunately," said Brad Anderson, president of consumer electronics retailer Best Buy Co., which is based in Minneapolis and has nine stores in the Washington area. Anderson said computers "aren't doing particularly well," and sales of consumer electronics such as TVs, VCRs and stereos "are also not terribly vibrant." Smaller items though, such as CDs, some personal electronics and computer software, are selling better at the chain's 272 stores.

It's Anderson's theory that people have bought so many high-tech products in past years that the market has hit a temporary saturation point. And other than the Nintendo-64 system -- which is selling well everywhere -- there's not much that's new, he said.

A National Retail Federation survey of 1,000 consumers shows the shopping shift: While 22 percent of the consumers said they would buy electronics and only 6 percent mentioned computers, 59 percent planned to buy women's clothes this year as gifts.

"Clothes, fashionable clothes," is what Mark Neuman, 34, said he was buying while walking around the Fashion Centre at Pentagon City in Arlington last weekend. "It's what my girlfriend wants most."

Neuman, who works in international trade in the District but commutes to his home in Illinois, said he bought gadgets and electronics in previous years, but he's decided clothes are more rewarding presents because you can see people wearing them. "If you make someone look good, it's a winner," he said.

New citrus and jewel tone colors on winter clothes and brown as an alternative to black, along with the soft, rich fabrics are stimulating shoppers, retailers said. Other trends, such as zippers on everything, wide-leg pants and animal prints, also have charged fashion sales.

"People are saying, 'Finally, there's a little bit more for customers to buy,'" said Bob Mettler, president of merchandising for Sears, Roebuck and Co. "Women's ready-to-wear is suddenly more attractive."

Shoppers are brand conscious this holiday season -- expensive fashion and leather goods by designers such as Gucci, Prada and Ferragamo are making an '80's-style comeback. And almost every high-end retailer has a best-selling humidor this year -- feeding the already burning popularity of cigars, which analysts say is emblematic of shoppers' desire for luxury. At Saks Fifth Avenue, you can buy one for a mere \$ 2,250 -- and it's a best-selling item.

"This Christmas is going to be all about status and luxury goods at Saks," said Lori Rhodes, a spokeswoman for that New York-based department store chain. Cashmere sweaters and robes, for example, also have been big sellers.

Even at discount stores such as Target, shoppers are buying dressier, more elegant clothes and home decor items. Susan Elch, a spokeswoman for Dayton Hudson Corp., Target Stores' parent company, called the theme for this Christmas "anti-casual."

"It's almost the idea that things may have gone too far in the other direction and now I'm willing spend more," she said.

Coziness and comfort are the prime ingredients at all price points this year. Slippers, fleece throws, flannel pajamas and the like are selling fast at Sears, Wal-Mart, Target, J.C. Penney, Hecht's and many other chains. Cool weather across the country this month has only boosted those sales, analysts said.

Of course, retailers of all kinds report that shoppers are snapping up spotted goods like, well, Dalmatians snatching Milk-Bones. Something to do with a new movie, they say.

Retailers know all this now because shoppers are starting their gift buying earlier this year, due in part to a late Thanksgiving and an early Hanukkah. With so much buying activity already underway, many retailers and analysts are predicting sales increases in November and December in the mid-single digits, compared with a decline of almost 4 percent in the same period last year.

"This is going to be the best Christmas of the '90s," said retail analyst Alan Millstein of New York. "There is excessive purchasing going on the likes of which I haven't seen since the mid-1980s."


The early start also means -- and this is the bad news -- that retailers won't panic at the last minute and slash prices, hoping to whip reluctant shoppers into a shopping frenzy, the analysts say.

"What we're probably in store for is an orderly holiday selling period," said Tom Tashjian, managing director at Montgomery Securities in San Francisco. "And it's the first one we've had in a long time."

**GRAPHIC:** Illustration; ch, THE APPAREL IS SOFT, THE SALES ARE NOT In the past five years, apparel and

accessory stores had mostly disappointing holiday selling seasons, while computer, appliance and electronics sales generally were strong . . . (Five-year average) Computer, appliance and electronics stores 10.1 percent Apparel and accessory stores 0.4 percent . . . but this season retail experts say plush clothes will be the big sellers, while computer and electronics sales will slacken. Q. How popular do you believe that each of the following merchandise categories will be for gifts this season? \* (Percent of analysts who said the following will be extremely popular gifts) Clothing 1995 10% 1996 67% Computers 1995 100% 1996 23% Electronics 1995 43% 1996 12% Toys 1995 14% 1996 59% \* From the International Council of Shopping Centers 1996 survey of retail and retail real estate stock analysts on holiday shopping. Fifty analysts responded to the survey. SOURCES: Commerce Department, International Council of Shopping Centers Faux fur from Sears; fleece blanket, Dalmatian and slippers from Hecht's.

**LOAD-DATE:** November 28, 1996

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*The secret of turtle-necks? Fancy or casual, they always work Rocky Mountain News (Denver, CO) October 27, 1996, Sunday*

Copyright 1996 Denver Publishing Company  
Rocky Mountain News (Denver, CO)

October 27, 1996, Sunday

**SECTION:** SPOTLIGHT; Ed. F; Pg. 12D

**LENGTH:** 451 words

**HEADLINE:** The secret of turtle-necks?  
Fancy or casual, they always work

**BYLINE:** Suzanne S. Brown

**BODY:**

Whether you're 8 or 80, a modish dresser or a conservative diehard, there's one item that's likely to have a place in your wardrobe for fall - the turtle-neck.

Top designers showed it with suits for the office and in velvet for evening. The turtle-neck is true to its sporty roots when worn with leggings and a polarfleece vest or with jeans and a sweatshirt.

"It's the key underpinning for the season," says LaVelle Olexa, vice president for fashion at Lord & Taylor in New York. She thinks the collar looks best when it has high, slim funnel neck.

A true turtle-neck has a high band collar that folds over at least once, but women who don't like all that material favor mock turtle-necks with standup collars. Another variation is the looser cowl neck, which is making something of a comeback.

You'll find turtle-necks in every material from silk to ribbed knits in wools and blends, as well as wools mixed with stretchy fibers.

For some people, only a cotton turtle-neck will do. Lands' End is one of those companies that continue to tamper with the design, churning out new and improved versions. For fall, it is offering turtle-necks in 16 colors and 15 sizes of men's, women's and big and tall versions. The garment comes in six different neck sizes, depending on the size of the shirt, and sells for \$ 17.

Those with much more to spend are snapping up turtle-necks in cashmere. Max Martinez, owner of Max in Cherry Creek and Boulder, says he has had no trouble selling \$ 250 mock short-sleeve cashmere styles in vibrant colors. "It's a big sweater season," Martinez says.

Women looking for updated styling will find turtle-necks with zip fronts. While most sweaters are meant to be tucked in, you'll also find longer ones that look good over pants or skirts.

The turtle-neck is a wardrobe staple we reach for often, but probably give little thought to its origins. The garment was born in England in the 1860s, where polo players wore it (and called it a polo or crew neck). By the turn of the century, the pullover had made it to America and was the standard collegiate jersey worn by football players. Soon, men were donning it for such sports as hunting, horseback riding and sailing.



The turtleneck made the transition from playing field to style pages when the British actor and playwright Noel Coward wore it under a blazer in the 1920s, according to Lands' End, which compiled a history of the garment.

Women caught on to the trend, with such Hollywood legends as Greta Garbo and Marlene Dietrich wearing the style in the 1940s. By the time Audrey Hepburn was photographed in a basic turtleneck, slim trousers and ballerina flats in the 1950s, it was a classic.

**GRAPHIC:** Color Photo (4)

The zip front turtleneck in merino wool and Lycra, \$ 88, is from **Nautica** by David Chu..

Under Pendleton's front zip jacket, \$ 158, is the basic black turtleneck, \$ 28 at Pendleton shops, department and specialty stores..

Turtlenecks are the perfect piece to team with pantsuits, here from Company by Ellen Tracy and Ralph Lauren.

Layered weekend looks start with a cable knit turtleneck, \$ 70. It's topped with an oxford shirt, \$ 68, check wool jacket, \$ 190, trousers, \$ 104 and a barn jacket, \$ 190, all but Evan Picone at Foley's.

**LOAD-DATE:** October 30, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1996\) and leq \(12/31/1996\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Thousands of fake designer goods inspected The Commercial Appeal (Memphis) November 28, 1996,  
Thursday,*

Copyright 1996, The Commercial Appeal  
The Commercial Appeal (Memphis)

**November 28, 1996, Thursday, Final Edition**

**SECTION:** NEWS, Pg. 18A

**LENGTH:** 232 words

**HEADLINE:** Thousands of fake designer goods inspected

**BYLINE:** Lela Garlington, The Commercial Appeal

**BODY:**

Memphis police Wednesday continued inventorying 5,070 items of fake designer goods worth \$ 100,000 found in Memphis businesses Tuesday.

After police officials stopped counting and sorting, they found watches, purses, leather goods, jogging suits, t-shirts, pants, coats, and hats bearing such designer names as Chanel, Nike, Rolex, **Nautica**, NBA Properties, Louis Vuitton, Coach, Fila, Tommy Hilfiger, NFL Properties and DKNY.

Andy Wilson, whose private investigative company represents the trademark owners, said about 3,500 items were found at Young's Trading, 1,500 items from Keystone Plus and 70 items from R & S Fashions.

Although a search warrant was issued for Jun Lee Trading, police officials with the fraud and document squad did not find any counterfeit goods there Tuesday.

A judge issued the search warrants after police maintained they had made at least two earlier purchases from each of the four locations. All four wholesale stores are located within a 10-block area of Summer Avenue. The stores sell directly to street and flea market vendors and small retail shops instead of the public.

"It is nice to get it off the streets in time for the holidays."

Wilson also said the amount found at each of the stores doesn't indicate that one store is a bigger supplier of counterfeit goods than the others.

**LOAD-DATE:** November 29, 1996

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*15 O.C. men well-suited for night of modeling; FASHION: They try their hand at GQ-Nautica show. Orange County Register (California) December 6, 1996 Friday*

Copyright 1996 Orange County Register  
Orange County Register (California)

**December 6, 1996 Friday MORNING EDITION**

**SECTION:** METRO; Pg. B02

**LENGTH:** 265 words

**HEADLINE:** 15 O.C. men well-suited for night of modeling;  
FASHION: They try their hand at GQ-Nautica show.

**BYLINE:** LISA LYTLER, The Orange County Register

**DATeline:** NEWPORT BEACH, CA

**BODY:**

If Keith Smith of Orange were to update his resume today, it could read something like this: Pacific Bell employee byday, GQ model by night.

A dark, handsome man with stunning green eyes, Smith stepped outside of his usual role as the single parent of two little girls to live a fantasy that most guys can only dream about — being a GQ model, for one night, anyway.

Smith was one of 15 men chosen to model at the GQ/Nautica Competition fashion show Thursday night at the Nautica store in Newport Center Fashion Island. For the men, it's a one-night stand with fashion, an opportunity to role-play for a moment. The show was held to present Nautica Competition's winter gear.

Smith said he submitted his photo on a whim. "I subscribe to the magazine and I got a postcard about the event." He said he has no modeling aspirations, but was open to possibilities. "Who knows?" he said.

The other GQ models-for-a-night came from various walks of life.

Andrew Truong, 25, of Fountain Valley, a law student, hopes to do some modeling in the future to help pay for school. Matthew Hanna, 28, of Huntington Beach would rather make his mark as a bass player for a band called Vicious Fuel, but figured he would give modeling one shot when invited by a sales associate at Bloomingdale's to submit his photo.

Jonathan Breeden, 23, of Orange, an actor and a stuntman at Knott's Berry Farm, was looking to add his GQ stint to his resume.

Asked to give his personal GQ model grooming tip: "I don't know.

Shave before you shower? So it's less messy? "

**LOAD-DATE:** December 09, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*SWEATER girls With temperatures falling, Lana Turner's classic look is due for a reprise Milwaukee Journal Sentinel (Wisconsin) December 8, 1996 Sunday*

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Milwaukee Journal Sentinel (Wisconsin)

December 8, 1996 Sunday All

**SECTION:** Lifestyle Pg. 4 In Style

**LENGTH:** 619 words

**HEADLINE:** SWEATER girls

With temperatures falling, Lana Turner's classic look is due for a reprise

**BYLINE:** CATHERINE FITZPATRICK

**BODY:**

Another bone-chilling Wisconsin winter is on the way. So why aren't we all in stitches?

Slogging through slush, sleet and wind-whipped snow for four months isn't a blast . . . but dressing for it can be.

Friday nights by the fire, curled up in a soft cable knit. Saturday mornings on the slopes, powering downhill in a snowflake-design pullover. Monday afternoons in the executive suite, conference-calling in a confident-looking belted cardigan, sleek sweater dress, cashmere twinset or trendy turtleneck.

At a time when half the world's fashion designers are espousing austere minimalism and the other half are flailing about in feminine flourishes, sweaters sizzled on the fall/winter runways, turning up in a variety of shapes and stitch patterns.

So for everyone thinking of puttin' on the knits, here is a roundup of the season's shapeliest hits:

**Turtles Emerge Victorious**

Last year's blah basic is this year's must-have. Designers have upgraded this once-stodgy staple with sleek new close-to-the-body shapes, luxe fabrics such as cashmere and angora, and rich colors ranging from chocolate to eggplant, gold to shrimp.

With the turtleneck finally coming out of its shell, a variety of incarnations have appeared as well: mock turtle, cowl-neck, skinny ribbed-knit poorboy, long and slouchy or boxy and cropped silhouettes.

The trim, tucked-in turtle is the perfect proportion for the new lean, mid-calf skirts. Bulky cable-knit turtlenecks, on the other hand, are the perfect accompaniment to jeans on weekends when leaf-raking and pack-cheering top the agenda.

**Granddad Chic**

A new generation of ribbed cardigans has been born, reminiscent of grandpa's favorite old wrapper (but far less frumpy).

As cozy and wearable as a bathrobe, today's new cardigan functions like a soft, belted outerwear. Whether it stops at the hip or falls to the knee, a belted cardigan works equally well layered over a ribbed turtleneck or as a luxe jacket or pantcoat.

#### Dress-Up Days

Sweater dresses are everywhere for fall/winter, knitted in proportions either long and lean or sexy-schoolgirl short. Whether it hugs the torso, plays free and loose, or is belted low on the hip, a shapely sweater dress is one of the season's hippest knits.

#### Here We Go Again

From the '20s: cable-knit cardigans gussied up with fur trim at the collar and cuffs, worn with slim ankle-length tweed or tattersall skirts and a cloche.

From the '40s: long twinsets in wool or cashmere, worn with matching scarves.

From the '70s: Lanky flame-stitch body-skimmers, reminiscent of the Missoni knitwear house's signature space-dyed and zigzag patterns, look great with slim hipster pants and kicky ankle boots.

#### A helping hand from Hollywood

The original "Sweater Girl" was actress Lana Turner, a star whose personal life was as melodramatic as the movies she made.

Turner, who died of throat cancer in 1995 at age 75, was renowned as the seductress in the 1946 film noir classic "The Postman Always Rings Twice." And she was nominated for an Oscar for her role in the movie soap opera "Peyton Place."

But the glamorous blond's most memorable performance came in 1958 when she tearfully testified at the murder trial of her 15-year-old daughter, Cheryl Crane. At the time, the much-married Turner was involved in a love affair with mobster Johnny Stompanato. Crane, charged with stabbing him to death with a carving knife, was freed by a ruling of justifiable homicide, thanks in part to her mother's convincing testimony.

Born in Wallace, Idaho, Turner moved to Hollywood at an early age. A talent agent "discovered" the pretty high school student while she was slipping soda after school.

#### GRAPHIC: Photo

(LANA TURNER) Photos color 1, 2

Above: Scarlet hand-finished sweater with custom buttons, by DIA, \$348; white silk blouse, by Virani, \$164; wool knit lined skirt, by Gispa, \$130; all at Oliver's. At right: Slim zip sweater, \$158; zip turtleneck, \$94; stretch cigarette pants, \$148; all by Nautica, all at Boston Store. Left: Banana yellow cardigan, by New Frontier, \$69; chenille gloves, \$20; faux fur hat, by Tompkins, \$98; all at Ma Jolie/Garcon.

**LOAD-DATE:** December 9, 1996

Source: News & Business > Combined Sources > News, All (English, Full Text) [i](#)

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*AT NAUTICA, LOTS TO CHU ON: FOUNDER PRUDENTLY EXPANDS BRAND NAME Crain's New York Business  
December 16, 1996*

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Crain's New York Business

December 16, 1996

**SECTION:** News; Pg. 1

**LENGTH:** 1294 words

**HEADLINE:** AT NAUTICA, LOTS TO CHU ON: FOUNDER PRUDENTLY EXPANDS BRAND NAME

**BYLINE:** Ylonda Gault

**BODY:**

Alongside Tommy Hilfiger and Ralph Lauren Polo, **Nautica** has become what is known in retail and apparel circles as a "power brand."

All have classic, all-American images. Men like **Nautica's** comfort and go-together looks; women, its detailed styling. And Wall Street likes its numbers-shares that rose 161% over the last year, and projected annual earnings growth of 25%.

But **Nautica** has taken a different route to its success. While his "power" peers have leveraged their status to blitz the market with a flurry of new products, **Nautica** founder David Chu favors a more prudent approach.

"I like to chew what I bite off," he says, "and digest it well."

For the first time, there will be much to swallow. In 1997, **Nautica** will be embarking on the most ambitious agenda in its history. Now its cautious style may quietly shake up the entire industry.

By spring, **Nautica** will double the number of stores that carry its women's apparel collection to 375, and will introduce a women's fragrance. The company will debut a line of jeans by the fall, and it also will bring to market a **Nautica** home furnishings collection. **Nautica's** European operation will be expanded to several cities. Here in New York, the company hopes to open a Madison Avenue flagship store.

**Nautica's** 1997 moves trail its competitors', but the platform has been building for several years and the upside potential is huge.

The company is expected to earn \$41.8 million, or 97 cents a share, for the year ending February 1997, compared with \$40 million, or 75 cents, in the year-earlier period. Sales are projected at \$375 million, compared with \$302 million in fiscal 1996. With the new plans, analysts expect **Nautica's** sales will quickly jump to \$550 million in the next few years.

If Mr. Chu's well-laid-out strategy works out, the stature of his meticulously run empire could look like a Taiwanese-American version of Ralph Lauren. Still, Mr. Chu remains judiciously calm. "The heart and soul of **Nautica** is product, not hype," says Mr. Chu, **Nautica's** president and design head.

To the frequent dismay of the company's investors, Mr. Chu does not believe in making much noise. In

some respects, **Nautica** has had to pay the consequences.

Tommy Hilfiger, a company close in size to **Nautica**, grabs far more headlines. While both apparel firms have been credited with reinventing the men's apparel market, among hip consumers **Nautica's** Mr. Chu is nowhere near as popular.

**Nautica** has time

Mr. Hilfiger has made sure that Tommy Hilfiger is far more than a company. He makes numerous personal appearances, aligns himself with rap artists and makes every launch an event.

"They run their businesses as differently as night and day," says Janet Joseph Kloppenburg, an analyst with Robertson Stephens in Manhattan. "You're not going to see **Nautica** push the pedal to the metal every year. Its feeling is, 'Why hurry? We've got time.'"

But what **Nautica** may lack in sizzle it makes up for in substance. Even though Tommy has had a head start on the licensing front, **Nautica** has managed not to lose much ground where it counts—with investors. Shares of each company have been trading at roughly 25 times 1998 earnings estimates.

At this point, neither apparel company threatens to steal share from the other. But **Nautica's** deliberate style may make it better-suited to endure in an industry where what is hot can quickly turn cold.

Mr. Chu, who winces at comparisons between his brand and Mr. Hilfiger's, notes that like him, the **Nautica** consumer is mature and more reserved. And he'd rather build consistent brand loyalty with this core group than chase the label-seeking youth market.

"The baby boomer likes style, but above all appreciates function and wearability," says the 42-year-old designer.

Mr. Chu himself is that practical-minded boomer. When he founded **Nautica** in 1983, he tried to fill a void in the marketplace, rather than just make cool clothes. Just a few years after graduating from the Fashion Institute of Technology, he began designing colorful, sporty outerwear—an antidote to the industry's 20 shades of tan. Sales shot to \$3 million in its first year. The next year Harvey Sanders, chairman of the apparel company State-O-Maine Inc., bought **Nautica**.

Expansion coming

Under Mr. Sanders' financial stewardship and Mr. Chu's design talents, the company has grown to include fashions for men, women and children, and licenses accessories such as shoes, luggage and eyewear.

But it is the upcoming crop of licenses that hold the greatest promise. Jeans, which offer consumers **Nautica's** image at a relatively low price, stand to add dramatic volume gains. Although it has been selling overseas for years, **Nautica** has now created its own distribution and marketing arm to gain more control of its international destiny.

Recently, **Nautica** hired a chief operating officer as well as an additional manager of information services and shipping staffers to prepare for its expansion. In the coming months, it will take over another floor at its Flatiron district corporate offices for the sole purpose of **Nautica** licensing.

"To me, design is not just about fashionable clothes," says Mr. Chu. "I have to design the proper infrastructure first, the proper systems. It's all in the planning."

Nowhere is that planning more evident than in **Nautica's** strategic rollout of women's apparel; it was launched in 150 stores. By contrast, Tommy Hilfiger debuted in more than 700. Mr. Chu says the women's apparel category could eventually outstrip sales in its core men's division and, therefore, needs extra care. He also has decided to price **Nautica's** women's wear line just below the overcrowded bridge category,



where DKNY, Ellen Tracy and Anne Klein II are battling it out.

Solid brand awareness among women is key to the introduction of **Nautica's** home collection. As acquisitive boomers move from apparel to hearth, the line holds almost limitless possibilities, says Mr. Chu.

But "In due time," he says. "It's one thing to buy a sweater or a pair of pants. Sheets, paint, wallpaper, furniture you live with. The customer has to totally understand the **Nautica** lifestyle first."

**GRAPHIC:** TOMMY, CAN YOU HEAR ME? David Chu's gradual introduction of **Nautica** products contrasts with Hilfiger's splashy self-promotion.

**LOAD-DATE:** December 19, 1996

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*SO FAR, SO GOOD, MERCHANTS SAY Detroit Free Press December 17, 1996 Tuesday METRO FINAL EDITION*

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**Detroit Free Press**

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Detroit Free Press

**December 17, 1996 Tuesday METRO FINAL EDITION**

**SECTION:** BIZ; Pg. 1E

**LENGTH:** 490 words

**HEADLINE:** SO FAR, SO GOOD, MERCHANTS SAY

**BYLINE:** MOLLY BRAUER Free Press Business Writer

**BODY:**

This is the time of year when retailers start biting their nails.

Even if sales for the first few weeks of the holiday season are running well above expectations, the last weekend before Christmas is crucial.

"Business is good, but it's too early to tell you that it's great," Dennis Callahan, president and CEO of Crowley Milner and Co., said Monday.

Sales from Thanksgiving to Dec. 15 were running 30 percent above the same period last year in the company's Steinhilber chain, Callahan said, and 26 percent ahead of last year at Crowley's.

"We have to maintain this momentum for another week to have a terrific month," he said. So far, ladies sportswear, cosmetics and fragrances have been driving the sales increases at Crowley's.

Rick Valade, retail partner at the accounting firm of Arthur Andersen in Detroit, said he thought sales results this Christmas season were mixed. "The discount and lower end are doing pretty well," he said, but it gets a little tougher when you move up to department stores.

A spokesman for Jacobson's declined to comment on overall sales trends but did say that luxury goods -- St. John Knits and Ralph Lauren in women's apparel and formal wear in men's -- were selling well.

At Hudson's, where sales are "on plan," a spokesperson said bread-and-butter goods like synthetic fleece, hats, gloves, mufflers and pullovers, are the steady sellers. Men's sportswear has also been strong, particularly in three popular lines -- Tommy Hilfiger, **Nautica** and Polo.

"I'd generally characterize the season so far as solid, not spectacular," said Robert Burton, a spokesman for Kmart Corp. "We've hit our plan for the season, and it was a demanding plan. It required sales to pick up after Thanksgiving and they did."

From here on out, every day counts, because there are five fewer shopping days between Thanksgiving and Christmas this year. Burton said that Kmart has not noticed any regional differences around the country in the pace of sales, with the exception of a snowstorm which hit the Northeast hard and hurt sales for a few days about a week and a half ago.

Some observers see a little more variation in the big picture across the country. Kurt Barnard, a New York retail consultant, said he thought retailing in the Northeast was hurting compared to the Midwest and not just because of the weather.

Stacey Parish, manager of the Doll Hospital and Toy Soldier Shop in Berkley, said sales at the specialty toy store were level with last year. That's relatively good news for this retailer since new competitor Noodle Kidoodle has come to town, and mass market toys like Tickle Me Elmo, Holiday Barbie and Nintendo 64 are getting a lot of attention.

The big sellers at The Doll Hospital are traditional: dolls, doll clothes and electric trains. One unexpectedly popular item is a talking globe that teaches geography to children over 8. The globe retails for \$99.95.

\*\*\*

**LOAD-DATE:** October 18, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*HOT COPY Daily News (New York) December 17, 1996, Tuesday*

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Daily News (New York)

**December 17, 1996, Tuesday**

**SECTION:** Gossip; Pg. 26

**LENGTH:** 134 words

**HEADLINE:** HOT COPY

**BYLINE:** BY A.J. BENZA & MICHAEL LEWITTES

**BODY:**

OUR BAD: Robert De Niro's son Rafael is not in "Great Expectations." Just his daughter, Dreena, is. We had great expectations they'd both be in it. . . . FAST LANE: Does anybody care about this? Paul Mitchell is secretly backing a designer named Lane Davis with a showroom in NYC. We're just throwing it out there. . . . KNICK OF TIME: Finally found out why the Knicks City Dancers wear more clothes than our Cousin Gracie. Last year's sponsor was Speedo. This year's is **Nautica**. Next year? We hope Frederick's of Hollywood. . . . LIL' NASTY: We just got our Lil' Kim (left) 1997 calendar, the first we can recall with a "Parental Advisory" sticker. It's filled with monthly advice we should really all live by. October's lesson is, "Stack the G's up, keep the knees up." Listenin', kids?

**GRAPHIC:** Lil' Kim

**LOAD-DATE:** December 18, 1996

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

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*NEW BUSINESSES The Miami Herald December 19, 1996 Thursday FINAL EDITION*

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**The Miami Herald**

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The Miami Herald

**December 19, 1996 Thursday FINAL EDITION**

**SECTION:** NEIGHBORS MB; Pg. 28

**LENGTH:** 179 words

**HEADLINE:** NEW BUSINESSES

**BYLINE:** Herald StaffSTEP INSIDE

**BODY:**

Step Inside, 529 Arthur Godfrey Rd., is a new children's shoe boutique. The business features top-of-the-line athletic apparel, including shoes and aerobic wear from Nike, Airwalk and New Balance as well as sportswear and racquets from Prince, Wilson, Head and **Nautica**. Catering to the infant through teen customers, Step Inside provides the latest in classic and trendy dress, casual day and recreational footwear. Call 532-8837. DAIRY QUEEN

Dairy Queen has opened a new location at 6542 Collins Ave. This is the chain's first store on the Beach and offers soft-serve ice-cream, more than 15 varieties of Blizzards, cakes, yogurt and other frozen treats. Call 866-8565.

**HOUSE OF ESCADA**

Escada boutique has opened at Bal Harbour Shops, 9700 Collins Ave. The shop is open Monday through Saturday from 10 a.m. to 9 p.m. and Sunday from noon to 7 p.m. Escada offers many special services for its clients, including custom tailoring, fashion consultants who will visit clients at home, shopping catalogs and gift certificates for special occasions. Call 867-9283.

**NOTES:** NEW BUSINESS

**LOAD-DATE:** October 25, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]  
Terms: [nautica](#) and [date](#)(geq (1/1/1996) and leq (12/31/1996)) ([Edit Search](#) | [Suggest Terms for My Search](#))  
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*Nautica Europe Putting the Pieces Together DNR December 18, 1996*

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DNR

**December 18, 1996**

**SECTION:** Vol. 26, No. 239; Pg. 4; ISSN: 1092-5511

**RDS-ACC-NO:** 831115

**LENGTH:** 873 words

**HEADLINE:** Nautica Europe Putting the Pieces Together

**HIGHLIGHT:**

**Nautica** Europe hopes to open a showroom and headquarters in London, England, by early-2/97

**BODY:**

**Nautica** Europe, a joint venture of **Nautica** Enterprises Inc and Financo Global Marketing, hopes to open a showroom and headquarters in London, England by early-2/97. The move is in anticipation of the company's fall-1997 launch of its men's sportswear line in the UK, Germany, Italy, France and Scandinavia. The company sees volume of \$100 mil as being attainable within 5-7 years. The company is ultimately aiming for a network of freestanding stores in Europe and a flagship store in London or Paris. The initial priority is to place **Nautica** and **Nautica** Competition men's sportswear, as well as key commodity accessory items such as hats, belts and bags, in perhaps 75 key retail stores, including department stores and independent specialty stores. The rollout will include several in-store shops in key locations. **Nautica** Enterprises has a network of 58 freestanding retail stores, 145 international in-store shops and various distribution and/or licensing agreements. Full text further discusses **Nautica** Europe's plans.

Eyeing space in London for headquarters, assembling management team

By MILES SOCHA

NEW YORK -- Gearing up for the fall '97 launch of its men's sportswear in the UK, Germany, Italy, France and Scandinavia, **Nautica** Europe is zeroing in on space in London's Brompton Cross area to open a 4,000-square-foot showroom and headquarters.

**Nautica** Europe, a joint venture between **Nautica** Enterprises Inc. and investment banking firm Financo Global Marketing, hopes to have its sales office open by late January or early February.

But key executives, just back from a month-long whirlwind tour of the continent, say there are no plans to hastily open a flagship European store. Instead, they're opting for a strategy of controlled growth, initially emphasizing wholesale distribution.

"It's a long-term plan," said David Chu, designer and CEO of **Nautica** International Inc. "We want to do things carefully and correctly. We're really just mapping out the situation. Europe is such a different market than America. So country by country, the strategies are very different."

Financo's Michael Haight, who also serves as president and CEO of **Nautica** Europe, gave a thumbnail sketch of the organization, which is keen to capitalize on Europe's growing appetite for casual American sportswear brands and **Nautica's** reputation for on-time delivery and full-price sell-throughs.

"The objective is to have the back room in order," Haight told DNR. "We're very excited. The response from retailers was even more enthusiastic than we could have imagined."

The back-room structure includes a central warehouse operation in Oldenzaal, Netherlands. **Nautica** Europe has contracted out an "organization that works with other global brands" to run the warehouse, but it plans to hire its own warehouse manager who "will report to us," he said.

Haight said he envisions an initial **Nautica** Europe team of perhaps 10 people, selected from a variety of countries. The most recent addition is German-born Elke Grunsch, who most recently worked for The Gap in Europe. Prior to that, she had worked with Haight when he was involved in launching the Polo Ralph Lauren brand internationally.

"Europe is the one of the few areas we haven't spent a lot of time working on," Chu said. "Starting from scratch is a major undertaking so putting together a full organization is critical."

Confirming early projections of market sources, Haight said \$100 million would be an "attainable" volume number within five to seven years. "It's a real controlled-growth philosophy," he reiterated.

Asked if the London showroom space currently under negotiation might ultimately include a retail space, Chu said that's "not a ruleout situation."

He said he ultimately envisions a network of freestanding stores in Europe and a flagship store in London or Paris. "But we want to get the wholesale right first," he said.

The initial priority is to place **Nautica** and **Nautica** Competition men's sportswear, as well as key commodity accessory items such as hats, belts and bags, in perhaps 75 key retail stores -- "a layer of department stores and a handful of 7-15 independent specialty stores," Haight said. The rollout will include several in-store shops in key locations.

"It's a matter of getting the product out there so the European customer can see the product positioning as a lifestyle brand," Chu said. "Europeans are now looking for more lifestyle apparel. There's a tremendous amount of enthusiasm and following for American brands. We want to land with the right beachhead."

Chu said the European company has not yet finalized its advertising and promotional game plan however, he expects images will break in June or July of next year.

And he has not ruled out showing his collection in a European fashion capital, possibly for spring 1998.

In 1995, **Nautica** Enterprises recorded net earnings of \$32 million on sales of \$303 million.

It boasts an extensive global network of 58 freestanding retail stores, 145 international in-store shops and distribution and/or licensing agreements in North, Central and South America, the Caribbean, Australia, New Zealand and the Pacific Rim.--Contributions by JEAN PALMIERI

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*The Washington Times December 20, 1996, Friday, Final Edition*

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**December 20, 1996, Friday, Final Edition**

**SECTION:** Part E; AUTO SHOW; WORKING VEHICLES; VANS; Pg. E23

**LENGTH:** 2949 words

**BYLINE:** Bob Storck; SPECIAL TO THE WASHINGTON TIMES

**BODY:**

CHEVROLET ASTRO/GMC SAFARI

Price Range - \$18,941-\$1,000

Engine - 4.3-liter, 190-hp V-6

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 16/21

Air bags - D, P standard

ABS - optional

Astro/Safari were based on truck platforms, and their main appeal was newness and comfort, since with their tall height, they were almost the same length and height as short wheel base full-size vans. Originally it was the only the GM van, but in 1990 they added the front-drive "dust buster" Lumina for Chevrolet, and the rear-drive vans got optional AWD.

GM claimed to have the proper configuration, but buyers proved them wrong, just as each of the other companies. Note that the first minis offered each had some special design feature that was to help them capture the market, and the fact that Chrysler skyrocketed from near death to a healthy company on the basis of their van (never changed, just refined 14 years later) gives some credence to the correctness of their design philosophy. Each of the other vans are now coming into line with what Chrysler offers, but these AWD versions will endure.

In addition, the new front-drive Venture/silhouette/Transport definitely does not have possibilities for a rear axle and drive shaft, thus Astro will have a place as long as the demand lasts. The Vortec 4.3-liter V-6 and four-speed automatic are some of the best in the world, with lots of torque for towing, and this is this vehicle's strongest feature.

**CHRYSLER TOWN & COUNTRY/DODGE CARAVAN/PLYMOUTH VOYAGER MINIVANS**

Price Range - \$17,235-\$34,000

Engine - 2.4-liter, 158-hp I4 to 3.8-liter, 166-hp V-6



Front Engine/Front & All-Wheel Drive

MPG (city/hwy.) - 20/27

Air bags - D, P standard

ABS - standard

More glass, interior room, convenience features and power - The best just keeps getting better.

There are three V-6 engines available, along with an excellent four-cylinder. There is even a compressed natural gas version in some states (plus maybe an electric version). Each has its good points, and buyers should match their driving needs to the engine. Only the 3.3-liter V-6 is made by Mitsubishi - the rest are Chrysler products, and soon they will be replaced by new all-aluminum domestic engines. If you're in the market, try the four-cylinder first. It is powerful and surprisingly smooth. Only those who carry substantial loads or tow trailers really will need the sixes.

Chrysler has the broadest range of coverage, with two wheelbases and four engines. Look for the Mitsubishi V-6 to go away soon as the new Mopar engine plant will produce enough domestically designed units to meet demand. The various longer Grand models will take care of the luxury market, while the Plymouth Rallye and Dodge Sport offer some style and verve in the short versions.

This redesign is only slightly larger outside, but has much more room inside, and more of that is usable. The glass area, especially the windshield, is much larger, and there are vents and heating elements to insure that exterior mirrors and windshield wipers don't ice up. The optional sliding left side door is an industry first, and the slider tracks are invisible under the rear windows. All doors have crash intrusion bars and safety latches, including the rear hatch (which now has a long-awaited outside release handle).

Storage is exceptional. The long wheelbase model will accommodate 4x8 construction materials, plus a couple dozen 2x4s without removing any seats. There are more and better cup holders than the competition, plus storage boxes and inside cubby holes for the spare tire and jack. The rear seat unlatches with finger pressure, and is on rollers that allow it to be easily slid to the back opening, then rolled around to be stored.

#### FORD AEROSTAR

Price Range - \$17,135-\$28,000

Engine - 4-liter, 155-hp V-6

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 20/25

Air bags - D, P standard.

ABS - optional

Ford took quite a gamble with the Windstar and succeeded famously, truly challenging the Chrysler minis until their new mini with a driver-side sliding door just about cut Windstar sales in half. Ford claims there will not be a four-wheel drive Windstar, but they made the same claim for left-side doors. Now that they are redesigning it for a fourth door, it would be wise to make adaptations for AWD to get a modern platform for that end of the market.

All these minis have full-time AWD with V-6 engines (with one exception), but Ford has two versions, and only the 4-liter is available with AWD. Unfortunately, it is the weakest of the bunch, with only 152 hp, but

still has a respectable 225 foot-pounds of torque. Its trailer towing is only modest. At the same time, it is quite capable in sloppy conditions. I drove an Aerostar with a load of computer equipment all around the northern Mississippi River tributaries, helping out with the 1993 flood. Its torque-splitting differentials performed excellently in mud, sand and shallow water, and I saw lots of stuck sport/utes on the same roads.

#### FORD WINDSTAR

Price Range - \$19,020-\$29,000

Engine - 3-liter, 150-hp V-6 or 3.8-liter, 200-hp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/24

Air bags - D, P

ABS - standard

The first true rival for the Chrysler minivans - More horsepower and competitive pricing have had it in the top 10 sales until the new Chrysler series debuts.

Lots of people would be satisfied with second best. But when the leader sells more than twice as many as you do, you can't even claim to be smelling their dust.

Chrysler hit a big-time home run with their minivan, and even Ford admits they did a poor job in gauging the market the last decade.

There will not be a four-wheel drive Windstar. Ford is banking on the fact that few owners use their vans for towing the heavy loads where rear-wheel drive is needed.

The Chrysler products have outpaced the competition with their attention to comfort and convenience features, the ease with which people can enter and cargo can be loaded, and the large interior room.

Minivans are popular with women since they usually have a short step-up to get in the seats. Windstar sets a new standard with a 16-inch sill height. Ford has placed extreme emphasis on noise, vibration and harshness. Front-to-rear conversations can be conducted without raising one's voice.

There are two models, a GL and a LX. Buyers can choose from 11 single-tone paint colors and 17 two-tone combinations. Colors such as Teal, Pumice and Aubergine will delight women and enlarge men's vocabularies.

The windows are some of the largest of any small van, and the front-door window sills are uniquely configured. There is an arm rest area that is inset and higher than the window well, which allows your arm to rest comfortably without touching the glass.

The interior has the "soft feel paint" concept pioneered on the Lincoln Mark VIII. "Touch zones" such as arm rests, seat materials or anywhere a driver or passenger may rest their hands were given special treatment. This makes sure the feel is soft and friendly rather than cold and hard.

The seating is the flexible 2-2-3 layout, with the rear seat traveling seven inches on rails to make interior re-arrangement easy. The removable seats have magnesium frames that are strong, yet light for removal ease.

A special switch inside the rear hatch will lock or unlock all doors from that location. This is a great touch

when burdened by packages or groceries. The biggest shortcoming has been the lack of the left-side doors, which Ford will attempt to satisfy with a larger "King Door" on the driver side, but a real passenger door will have to wait.

#### HONDA ODYSSEY/ISUZU OASIS

Price Range - \$23,495-\$28,000

Engine - 2.2-liter, 140-hp I4

Front Engine/Front Drive

MPG (city/hwy) - 20/24

Air bags - D, P

ABS - standard

Honda cleans out their parts bins to fill a hole in their product line - There is little new in the Odyssey, but it has the full measure of Honda competence.

Honda was one of the last holdouts for the station wagon concept, and has capitulated with the Accord-based Odyssey. They were late into the sport/utility market, and have borrowed Rodeos from Isuzu to badge as Honda Passports. Acura will also re-badge the Trooper, calling it the SLX. In order to repay the favor, they are giving Isuzu the Odyssey, which will be called the Oasis when sold by that dealer.

Unlike other vans, it has four doors, more like traditional station wagons than vans.

As usual, Honda makes the folding and removing mechanism simple and effortless. With the low step-in height, it is simple to load, whether the problem is a TV console or a tight skirt.

The interior is full of comfort amenities, and power sunroof, remote locking and alloy wheels are optional. While the slightly smaller dimensions may help in some garages, they also bring some interior corners closer to knees and elbows.

The Odyssey offers leadership in brakes and suspension, but only offers a four-cylinder engine. Ironically, they introduced a V-6 option on the Accord, so it probably will show up in the Odyssey if sales disappoint.

Most minivans gained their acceptance by their good road manners, but the Odyssey outdoes all but the Windstar in this department. There are many four-door sedans that wallow more. There are all-wheel ABS disc brakes, which reflects Honda's love for technology.

Honda curiously stuck with the balance shaft four-cylinder engine. It is smooth, but louder than competing V-6s. It has been retuned to offer more torque and power, but since the Odyssey weighs more than 500 pounds more than the Accord, it will be bound to disappoint.

Part of the reason is the tariff situation and yen-to-dollar ratio that kept the Odyssey above the \$20,000 threshold. Mazda and Toyota have suffered from that handicap, and it gives the domestics a decided advantage.

One of the biggest advantages Honda had was starting with a clean slate, without having to unlearn habits from old work vans. It is obvious that this is a people-oriented van.

#### MAZDA MPV

Price Range - \$21,765-\$29,500

Engine - 3-liter, 155-hp V-6

Front Engine/Front & All-Wheel Drive

MPG (city/hwy.) - 16/22

Air bags - D, P

ABS - standard

Mazda is intent on creating an image change for the MPV - All-wheel drive, rugged looks and fourth door positions it as a SUV alternative.

Mazda built the "Multi Purpose Vehicle" using lots of components from their excellent 926 near-luxury car. This resulted in good suspension and an excellent engine, but it is the smallest of the AWD vans.

In fact, there is little room for more than six people and little room for storage behind the rear seat. With only one body length, its advantages over a larger sport/ute are lessened. At the same time, it has received a host of awards, mainly for its handling.

It is the only AWD van with hinged doors, but has them on both sides, and they swing open almost 90 degrees. In fact, it works more like a square station wagon than as a minivan. The marketers have taken a hint from Subaru and have positioned it as the first sport/utility minivan, a claim they share with Pontiac. In Pontiac's case the claim is more based on image since it doesn't have AWD.

MPV has a good system with the usual center locking differential, and includes raised running gear for more clearance and more respectable tires. This is the only version sold here, and the smaller V-6 has been dropped. The engine is only three liters and is the weakest of the bunch. I would be concerned about approaching its claimed 4,500-pound tow rating, although the four-wheel ABS discs are excellent for stopping.

Mazda needs to make the styling and equipment more tough looking, and even mean to change their image. They have the basic platform to carry the claim off, but need to work on it a little harder, not just the wimpy efforts they have so far. This is one of the problems of having an excellent car stylist try his hand on a truck.

#### **NISSAN QUEST/MERCURYVILLAGER & NAUTICA**

Price Range - \$19,950-\$30,000

Engine - 3-liter, 151-hp V-6

Front Engine/Front Drive

MPG (city/hwy.) - 17/23

Air bags - D yes, P no

ABS - standard

Ford and Nissan collaborate in an attempt to copy the market-leading Chrysler minivans - Their synergy results in innovative engineering and comfort solutions.

For 1996 the emphasis was on appearance, comfort, and safety with only minor improvements for next year. A chrome front grille replaces the light bar on the Villagers, and reflex headlights give additional night

vision. The instrument panel has been redesigned for passenger air bag, and includes upgraded audio and climate control systems. The set-and-forget temperature controls rely on sunlight and outside temperature sensors and commands the front and rear vents to provide even comfort to all seats.

Ford has teamed with several Japanese, German, English and even Australian companies to bring products to the U.S. market. Most have been design successes, but sometimes the market has not responded. The choice of Nissan to partner with them on the Villager/Quest resulted in a solid success.

The design team cloned the best Chrysler minivan ideas, and have made few of the mistakes.

The Villager/Quest length fits in the midrange of the Chrysler Minivan family, and it is claimed that there is no stretch version in the wings. Since Nissan doesn't have a station wagon in their lineup, these are welcome products to the sales force. The van excels in innovative comfort and utility features.

The upgraded radios can be ordered with steering wheel controls. Children are kept safe with optional integrated safety seats on bench-seat versions.

Villager and Quest are equipped with four-wheel anti-lock braking system. The dual air bags allow them to dispense with the hated mechanical belts. It meets all federal safety standards for both cars and trucks. Other recent changes include CFC-free air conditioning, a high capacity radiator and a battery saving feature.

The Avon Lake, Ohio plant builds the van, using the excellent Maxima drive train, but almost everything else is domestic. The seven-seat passenger seating configuration is standard, plus a cargo hauler. Swiveling Captain's chairs are optional for the middle seats.

The second row of seats will fold for convenience or come out, and the third is on rails, which allows it to slide almost the full length of the interior. All side windows open, and power rear windows are available. There are elegant yet durable fabrics for the interior. Each rear seat back has trays and cup holders built in. The window area is generous, and the rear door glass opens separately from the hatch.

The special edition **Nautica** Villager, which links the fashion flair of **Nautica** sportswear with Mercury's automotive excellence, used to come only in Eclipse Blue and Glacier White exterior color combinations, set off by a subtle yellow stripe. Now it can be ordered in a reversed color scheme, plus there are red and white and green and white variations. White alloy wheels complete the exterior decor treatment, and the interior is handled by appropriately colored leather with white inserts in the four Captain's chairs.

#### TOYOTA PREVIA

Price Range - \$24,808-\$36,000

Engine - 2.4-liter, 161-hp supercharged I4

Front Engine/Rear & All-Wheel Drive

MPG (city/hwy.) - 17/22

Air bags - D, P standard

ABS - optional

The previous Toyota van offerings were based on truck chassis, and were better suited to foreign markets that emphasize cargo more than passengers. Their market success was more due to Toyota reputation than any actual utility advantages they offered over the competition. They truly were small, evil-handling vehicles, and it is a mark of Toyota's reputation that they sold any, let alone the quantity they did.

Toyota introduced this Previa in 1991, and it was the first true van they designed for the U.S. market. Despite the exotic styling, the Previa is quite large inside. The ovoid shape is pleasing to the eye, and makes the van look small until you come close to it. It is longer than the short Chrysler vans and is slightly taller, mostly due to the rear-wheel drive. Headroom suffers as the Previa needs more of a step-up on entry than the front-drive vans.

For rough conditions, the Toyota All Trac system has been adapted well to this platform, and delivers full-time all-wheel drive. Towing is one of the Previa's weak points, with only a 3,500-pound rating.

The four-cylinder engine is one of the smallest of any van, but is tuned to provide torque rather than horsepower. The supercharged DOHC engine is remarkably powerful, exceeding that of the Ford and Mazda products although quite busy, as it seems to be revving higher than V-6 vans. The noise is not bad, mostly due to Toyota's obsession with sound proofing. This is remarkable since the engine laid on its side under the driver seat, and behind the front wheels. Most maintenance can be taken care of from the hood (hatch?) in the front, as accessories and service are located there, including the longest dipstick I've ever seen.

Toyota made the driver air bag standard and now offers anti-lock brakes on all models. The third seat is standard, some justification for the price hikes. The rear seat splits and folds to the side for access to the storage area, which is much longer than expected.

A remarkable feature is the dual glass sun roofs. They allow rear passengers to share the sun and breezes.

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*CHRISTMAS AND CONSCIENCE; It's beginning to look a lot like MADE IN CHINA everywhere you go. Is it possible to avoid goods made under repressive conditions? THE MARKETPLACE; Scot Lehigh is the Globe's Focus writer. The Boston Globe December 22, 1996, Sunday, City Edition*

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It's beginning to look a lot like MADE IN CHINA everywhere you go.

Is it possible to avoid goods made under repressive conditions?

THE MARKETPLACE;

Scot Lehigh is the Globe's Focus writer.

**BYLINE:** By Scot Lehigh, Globe Staff

**BODY:**

Check the bounty under the Christmas tree come Wednesday and here's one thing you're virtually certain to see: "Made in China."

With China the world's most populous country and third largest economy, its export machine sent \$ 45.6 billion in goods and services to the United States in 1995; this year's total is expected to be even higher.

That translates to a huge influx of products from a country notorious for its bloody repression, human rights abuses and penal labor system. Such a huge influx that shoppers this year are hard-pressed to avoid those products. Take a brief tour through Downtown Crossing:

In Filene's Basement, many of the holiday specials - a Nicole Winter sweater, a jacket from Guess, apparel from London Fog, Fleet Street, or Jones New York - all made in China.

Enter Macy's, and one of the first things you see is an adorable stuffed panda bear, free with the purchase of **Nautica** for Men cologne products. And made in China.

From the nearby Radio Shack, where the Chinese penetration into home electronics is obvious, to Woolworth's, where a selection of low-end gifts and stocking-stuffers shows the same point of origin, store shelves are laden with products made in China.

They present conscientious consumers with a difficult choice: How to ensure that, in their purchases, they aren't aiding and abetting a regime that is one of the world's worst violators of human rights?

That used to be a national concern, of course. But in May 1994, President Clinton, a campaign-trail critic of George Bush's China policy, essentially adopted constructive engagement as his own policy, renewing China's most favored nation trading status even while conceding that it had not met US expectations for "significant progress" in human rights.

With human rights on the back burner, consumers have been left more or less on their own. Worse, the

various advocates and groups who monitor the human rights situation are split over how to proceed.

One of the best-known advocates is Harry Wu, who spent 19 years in Chinese labor camps, and whose work has documented some of the abuses of the Chinese prison labor system, where inmates are forced to produce goods for export.

Wu says Chinese goods are so much a part of the American marketplace that an overall consumer boycott isn't practical.

But he urges a US boycott of Chinese toys as a way to send the nation's ruling gerontocracy a targeted message. China in 1996 is estimated to have shipped about \$ 7.6 billion in toys, or about 60 percent of the total domestic market, to the United States.

As a walk through any Toys "R" Us confirms, if your children want it, it's probably made in China.

"Many toys are made by slave labor," Wu says. "If you totally cut off the toys . . . it is a very strong message."

Wu says such a move is just the beginning of a long struggle to change China, but argues that it's an important beginning - both for this country and China.

"When you ask the people, 'Don't buy the toys, some are made by blood and tears, made by slaves,' they will learn something," Wu says.

He also contends that, despite its fulminations against outside meddling in its internal affairs, the Chinese government will, if the "boycott" picks up steam, start to worry more about the international effects of its human rights abuses.

"China can only be changed by Chinese, but a foreign country plays a very important role," Wu says. "It will get the message to the Chinese government."

Wu is hardly the only one who favors spurning Chinese goods. Massachusetts Democratic Congressman Edward M. Markey, for example, also thinks US consumers should shun all Chinese products.

"Consumers shouldn't check their consciences at the cash register, they should check the labels," Markey says. "They can look at the product and make sure it hasn't come from Burma or China or Pakistan."

Markey, who is critical of the Clinton administration for turning a purblind eye to China's abuses, says that a consumer protest could put pressure on the US government to be less tolerant of China's abuses.

"Right now, it is a hidden political issue, but this issue will begin like the nuclear-freeze movement, like the environmental movement, at the grass roots," Markey predicts. "An educated consumer is not only the best customer, but is also the best citizen."

Adrian Karatnycky, president of Freedom House, a New York-based organization that monitors political rights and civil liberties around the world, believes that by refusing to buy Chinese goods - and letting companies know the reason - consumers could eventually persuade the Chinese government to change.

"If they saw their market share dropping, I think there is enough internal pressure and desire for liberalization in that country that after the aging leadership goes, the direction the country takes will be up for grabs," Karatnycky says. "If the new set of leaders gets the message of moral disapproval for the direction their predecessors have taken, it will make them more, not less, likely to see other ways of behavior."

Others say that tack is unlikely to work, that a boycott is a blunt instrument that punishes willing Chinese workers while trying to target slave labor and human rights abuses.



Although sympathetic with the goal of changing China, Holly Burkhalter, Washington director of Human Rights Watch, the largest US-based human rights organization, doubts such a boycott could work.

"I don't think a boycott of all Chinese-made goods is a realistic pressure mechanism," Burkhalter says. "In my 15 years in the human rights field, I am only aware of one boycott that really did the job, and that was the Nestle boycott."

That pressure tactic, aimed at getting Nestle to stop its aggressive marketing of infant formula in the developing world, worked because it was focused on an objectionable practice of a single company. "A boycott of a whole country could only have an effect if literally there was such a drop in demand that importers diversified to other countries and told the Chinese why, and I think that is unrealistic," she says.

A more practical way to proceed, others say, is for US consumers to use their purchasing power to demand more responsibility from companies doing business in China as well as in other countries guilty of human rights and labor abuses.

That approach, however, means much more work for the consumer.

"The bad news is that the research on worker rights and human rights is so pathetic and puny, that, at this point, there is no foolproof way to make up a list of good companies and good products," said Charles Kernaghan, director of the National Labor Committee, or NLC, a worker-rights advocacy group.

Sometimes groups like Kernaghan's take the lead in applying that pressure: His is the group that pressured the Gap to allow independent monitoring at the El Salvador factory that produces some of its products, and which revealed the sweatshop exploitation behind Kathie Lee Gifford's line of Wal-Mart clothing.

Kernaghan's group is pressing Disney Corp. to ensure that its contractors around the world - Disney does business in China, Haiti and Thailand, according to the committee - pay better wages and foster better working conditions.

Currently, according to the NLC, the piecework pay for Haitian women sewing Disney's 101 Dalmatians children's outfits, which retail for \$ 19.99, translates into a maximum wage of 42 cents an hour, with many workers earning only about 30 cents an hour.

For its part, Disney contends the median wage for Haitians working on its products is between 48 and 52 cents an hour, which is above the Haitian minimum wage of 28 cents an hour. Disney spokesman Ken Green says blaming Disney for the wage level is like blaming the company for the poverty of the country.

"What you are saying is that the social justice in another country should be the responsibility of an American corporation," Green said. But couldn't Disney require that its subcontractors pay a better wage? "I don't know," said Green. "I think maybe that is a simplistic idea to a complex problem, given the world we live in."

Other times, conscientious buying means forging your own way.

Linda Golodner, president of the National Consumers League, suggests a number of steps. Buying products with a union label may be the best way to ensure they have been produced in a factory with decent working conditions, she says.

Beyond that, she suggests asking store managers - "But make sure it is the supervisor who hears it and not just a teen-ager who is picking up a couple of extra bucks at Christmas time" - or writing companies directly to ask about the conditions under which their products are produced.

"If they get enough letters, something will be done because they will recognize it is affecting the bottom line," Golodner says.

A more systemized way of pressuring corporations is the growing movement to persuade companies to adopt codes of conduct governing the way their goods are produced.

"Ask whether the manufacturer or retailer has a set of standards that it requires the factories that produce goods for it to comply with, with respect to labor standards," advises Aron Cramer, director of business and human rights programs for Business for Social Responsibility, a San Francisco-based advocacy group. "That is a useful starting point to see if a company is making an effort."

Indeed, the Manhattan-based Council on Economic Priorities has begun putting together a list of various company codes.

Meanwhile, the Apparel Industry Partnership - a task force of human rights advocates, UNITE and companies such as Patagonia, L.L. Bean, Tweeds, Liz Claiborne, Reebok, Nike and Phillips Van Heusen Corp. - are working to promulgate a set of workplace standards and a label, list or other form of notification that would give consumers an easier way to find out whether the goods they buy have been humanely produced.

Their effort is a start. And on crusades like these, a journey of a thousand miles must begin with a single step.

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**HEADLINE:** SNOW SLOWS START OF BIG SALES SHOW;  
BUT RETAILERS TURN OPTIMISTIC AS 'DAY AFTER' SHOPPING PICKS UP

**BYLINE:** By Barbara Sullivan and Genevieve Buck, Tribune Staff Writers.

**BODY:**

Carl Celestino and Dennis Meehan were comfortably ensconced in easy chairs in the coat department of Marshall Field's in Water Tower Place, passing judgment on the leather jackets being paraded before them.

"I like the one you had on before better, the one with the belt," Celestino told his daughter, Jennifer, who appeared before him with a three-quarter-length black leather coat.

"Yeah, the one with the belt looks a little more fashionable," Meehan agreed.

The two men had never met before, but fate in the guise of the day-after-Christmas sales had brought them together in this particular corner of the shopping world.

"Naw, we don't have a budget," said Celestino, who had come into the city from west suburban Westchester with his daughter and wife for a day of shopping. "Everything's 50 percent off, so how can we have a budget? The more you spend, the more you save. Isn't that the way it goes?"

Those are golden words for Midwest and Chicago-area retailers, who are hoping and expecting that post-Christmas sales will bring the holiday season to a happy, profitable conclusion.

But for a while on Thursday, it looked like those expectations might be futile.

Snowy, slushy weather and perhaps a dose of Christmas exhaustion kept many area stores relatively empty until early afternoon.

"Last year, we had to wait forever in line, but today, we just whipped right through," said Laura Kirin, who was standing with two friends near the front door of Crate & Barrel on north Michigan Avenue.

She had spent about \$50, and her friends, Susan Hajny and Kathy Crenna, had spent about \$35 and \$70, respectively.

"But I started at 7 a.m. at the Target in Lombard," Hajny said. "And I still have 7 cents credit from a gift certificate here (at Crate & Barrel)."

The stores opened at 8 a.m. at Woodfield shopping center in Schaumburg, but a couple of inches of snow

kept crowds down until after lunch, according to Jim Linowski, general manager of the giant shopping center.

"But now it's real busy, so I think it's going to be a real good day. Our parking lot holds 11,000 cars, and it's 80 percent full right now," he said.

Likewise, shoppers were slow to hit Oakbrook Center, but by early afternoon, traffic was improving.

"It was a slow start, but now we've picked up a good pace," said Bob Middlemas, vice president and director of the Midwest region for Nordstrom Inc., speaking from his Oak Brook office. "The really good news is that we saw huge gains in traffic and volume in the last five days (before Christmas)."

Though most retailers say they won't assess holiday sales for another week to 10 days, several key Midwest-based chains agree with Middlemas that the days immediately preceding Christmas brought holiday sales up to expectations.

Executives at Hoffman Estates-based Sears, Roebuck and Co. and Milwaukee-based Carson Pirie Scott & Co. described the final three days as "strong," particularly in women's and men's apparel and fine jewelry.

At Sears, John Costello, senior executive vice president of marketing, said the sales increase for the month of December could ring in at 8 or 9 percent ahead of last year. That would build on last year's sales growth, which was 7.9 percent, he added.

Carsons Executive Vice President Edward Carroll said Monday and Tuesday were "very busy," and that men's business was "terrific," especially casual fashions from Tommy Hilfiger, Ralph Lauren, Claiborne, **Nautica** and Gant.

Jim Tinglestad, regional director of stores for Kohl's Inc., called the final three days before Christmas "spectacular."

The Menomonee Falls, Wis.-based chain of value-priced department stores has been registering monthly increases of 12 to 16 percent, and undoubtedly will come out with a double-digit gain for December.

Meanwhile, the seductive siren song of "Prices Slashed" was working its magic on those who still had a little money in their wallets, or credit on their cards.

"There was a lot of stuff we wanted that we didn't get," said Julie Paloma, who was standing with her husband, Marc, eyeing the Spode china--on sale--at Field's.

"This is our tradition. We'll get some of these things we want, and then we'll go to a movie. It's a fine day."

**GRAPHIC:** PHOTOS 3PHOTO: Helga Richards (left), of Michigan, and her son, Jim Schneider, of Philadelphia, on Michigan Avenue. Family members always come to Chicago for day-after-Christmas shopping.; PHOTO: Alonzo Lopez, of Mexico, tries on a jacket Thursday at Sportmart on LaSalle Street. The jacket was to be a gift from his aunt.; PHOTO: Rolyn Lee (from left), her sister, Rowena Staszczuk, brother-in-law, Shane Staszczuk, and mother, Teo Quiltlong, shop for Christmas wrapping paper and ornaments on sale at Water Tower Place. Tribune photos by Nancy Stone.

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